

View of École du Louvre.



of the Mamma Baguette," she added about the handbag, which borrows its codes from the Baguette.

The Mamma Baguette is available in three sizes: small, medium and large, in shades of pale pink, dove gray, black and matcha green. The handbag starts at 1,900 pounds for the small and 2,850 pounds for the large.

Earlier this week, Fendi turned its space at Selfridges pale pink to mark the launch of the Mamma Baguette handbag.

A sculptural installation features three sizes of the handbag piled on top of each other to match the pale interiors, which also feature illustrations and columns for displays.

Customers will have the opportunity to customize their Mamma Baguette handbags with letters and symbols at the accessories minibar.

—HIKMAT MOHAMMED

Vuitton As Patron

Tightening its ties with art and culture, Louis Vuitton is partnering with the École du Louvre, joining the educational institution as a patron, with a series of grants unveiled Wednesday.

Housed in the Aile de Flore of the Palais du Louvre, the school is a public institution under France's Ministry of Culture focused on art history, culture, and teaching techniques for the preservation and promotion of heritage. Its location allows for unique proximity and a practical approach to working with historical artworks for museum professionals.

The location has a special significance for Louis Vuitton. The Louvre is a regular location for the fashion shows of LVMH Moët Hennessy Louis Vuitton's flagship house, with women's artistic director Nicolas Ghesquière often staging the brand's shows within the palace's courtyard each season.

Men's artistic director Pharrell Williams followed

suit, opening men's fashion week in January with a splashy, star-studded show there.

Louis Vuitton is now the first brand to become a patron of the school by backing scholarships for eight students over a three-year period.

The program will support the research grants of two doctoral students whose work explores broad themes related to the history of the house of Louis Vuitton and its collections. The grants focus on the world of Louis Vuitton, ranging from any topic in travel and expeditions, art objects, and the decorative arts, and universal exhibitions to its collections or the house's craftsmanship.

It has also sponsored six additional living grants that will be awarded to undergraduate or master's students from diverse backgrounds.

Students attend classes held in the Louvre Palace and in all the museums in and around Paris.

The Louvre Museum is becoming increasingly intertwined with fashion, hosting its first exhibition of the sort, which opened on Jan. 24. Titled "Louvre Couture: Art and Fashion — Statement Pieces," the exhibition is dedicated to exploring the relationship between fashion and its own collections.

The exhibit draws on the links between historical objects from the Louvre's collections, including art, ceramics, tapestries, jewelry, bronzes, stained glass, silverware and more, alongside 65 contemporary fashion ensembles and

35 accessories installed throughout. The exhibit will be celebrated with a gala dinner on March 4 during Paris Fashion Week.

—RHONDA RICHFORD

New Face

Mugler Fragrances has named Chinese pop idol Cai Xukun its latest global ambassador.

The brand said the artist's "fearless attitude and pioneering personality in music and fashion align perfectly with the spirit of Mugler Fragrances."

His appointment was accompanied by the release of a campaign for the Angel Fantasm Eau de Parfum Sensuelle, in which Cai wears a sleek Mugler ensemble designed by Mugler creative director Casey Cadwallader.

The Angel Eau de Parfum was first introduced in 1992. The latest iteration is billed as "a fierce new black star in the Angel galaxy." The scent is feminine, ambery and fruity with hints of creamy coconut and patchouli.

Cai has been interacting with the brand for quite some time. Last October, he attended the Mugler spring 2025 show in Paris, where he sat next to Cardi B, and greeted Cadwallader backstage post-show.

Having cleared his name from sexual misconduct accusations, Cai has been making a strong fashion comeback. Last May, he was named a global brand ambassador of Versace.

Cai's appointment also signals Mugler's commitment to China. Last summer, the brand officially entered the Chinese market

with a yearlong pop-up store at Réel, a luxury mall in the heart of downtown Shanghai.

The store, which features the label's fashion and fragrance goods, is located at a busy atrium of the mall, neighboring Dries Van Noten and Thom Browne.

With its sharply angled fins and louvers in the signature Mugler blue, entering the store feels like exploring an immersive art installation.

The shop carries ready-to-wear, accessories and handbags from the label's latest collection. Signature scents, including Angel and Alien, as well as six juices from the Les Exceptions range, including Over the Musk, Mystic Aromatic, Chyprissime, Wonder Bouquet, Cuir Impertinent, and Ambre Redoutable, are also available.

—TIANWEI ZHANG

New Deals

White Milano, which marks its 25th anniversary this year, is pushing its boundaries with new international initiatives.

The ready-to-wear and accessory trade show, which will run from Feb. 27 to March 2 in the Tortona fashion district, in collaboration with AIMalki Group, a leading distributor in the Middle East, will launch in February an exclusive pop-up store in Riyadh.

The store will be open until May 31 and will carry six international regular exhibitors at the trade show such as Faliero Sarti; Fabelus, a Spanish shoe brand, and Niluu, a silkwear brand based in Miami, among others.

In order to continue expansion in the region, a new agreement was recently signed between Retail Leaders Circle and White Milano, during the RLC global forum held at the beginning of February in Riyadh. Brenda Bellei, chief executive officer of White Milano, and Panos Linardos, president of the RLC global forum, sealed a strategic partnership by signing a memorandum of understanding to promote the global growth and expansion of the brands selected by White Milano.

This collaboration, presented under the White Circle, a project led by Bellei and Monica Sarti, aims to expand international and traditional distribution channels not only in Saudi Arabia but also in Singapore, Vietnam and Indonesia.

Also, it intends to allow White's brands to consolidate their presence in new markets, reaching an increasingly wide audience by expanding in key geographic areas with



Brenda Bellei and Panos Linardos

growth potential.

The fair, which will comprise around 300 brands, of which 45 percent are international, will continue its partnership with Confartigianato Moda, which will support 25 medium-size companies that will showcase their collections. Spanish designers will be on display thanks to the collaboration with the Spanish Institute for Foreign Trade ICEX, which started the partnership with White in 2017. Five new contemporary brands will be presented within the Secret Rooms project and a delegation of Canadian Indigenous designers will return to White Milano, coordinated by Indigenous Fashion Arts from Toronto, supporting fashion and textile brands by Indigenous peoples and communities.

—ANDREA ONATE

On the Corner

Giorgio Armani is not just taking over the Selfridges Corner Shop with pieces from the Emporio Armani spring 2025 line, but with his love of books, chocolates, red roses and anthurium flowers.

The Italian brand has unveiled an immersive experience at the luxury department store that's transformed the space with steel walls and light gray concrete columns.

The pop-up has been split into three sections: Armani/Fiori, Armani/Dolci and Armani/Libri.

The first displays

sculptural bouquets of beautifully decorated red roses and a bamboo wall installation with anthurium flowers stuck to the trees.

The Armani/Dolci space will serve hot drinks such as hot chocolate and sweets, as well as selling chocolates either wrapped in shimmering paper or stored in small bronze tins. The chocolates are part of the brand's ongoing collaboration with Guido Gobino, the Italian artisanal chocolatier.

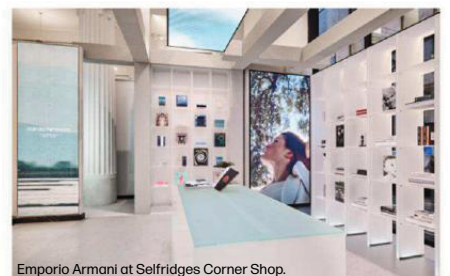
The final space is a library that's been curated with books on fashion, design and architecture. Some of the titles included there are "Icons of Style" and "Gio Ponti e Milano."

Emporio Armani is the second brand to take over the Selfridges Corner Shop after running brand On.

Selfridges is entering the new year with a beat in its step after Saudi Arabia's Public Investment Fund, PIF, took a 40 percent stake in the luxury department store last October, replacing René Benko's troubled Signa property company as a significant minority investor.

With PIF bringing stability, it's back to work for the Central Group, which is Selfridges' majority shareholder after the Thailand-based company increased its stake to 60 percent as part of the deal, the terms of which were not disclosed.

On the shop floor of the London store, Judd Crane, executive director of buying and brand at Selfridges, is putting his focus on exclusivity. —H.M.



Emporio Armani at Selfridges Corner Shop.



Cardi B, Cai Xukun and Anitta at Mugler spring 2025.