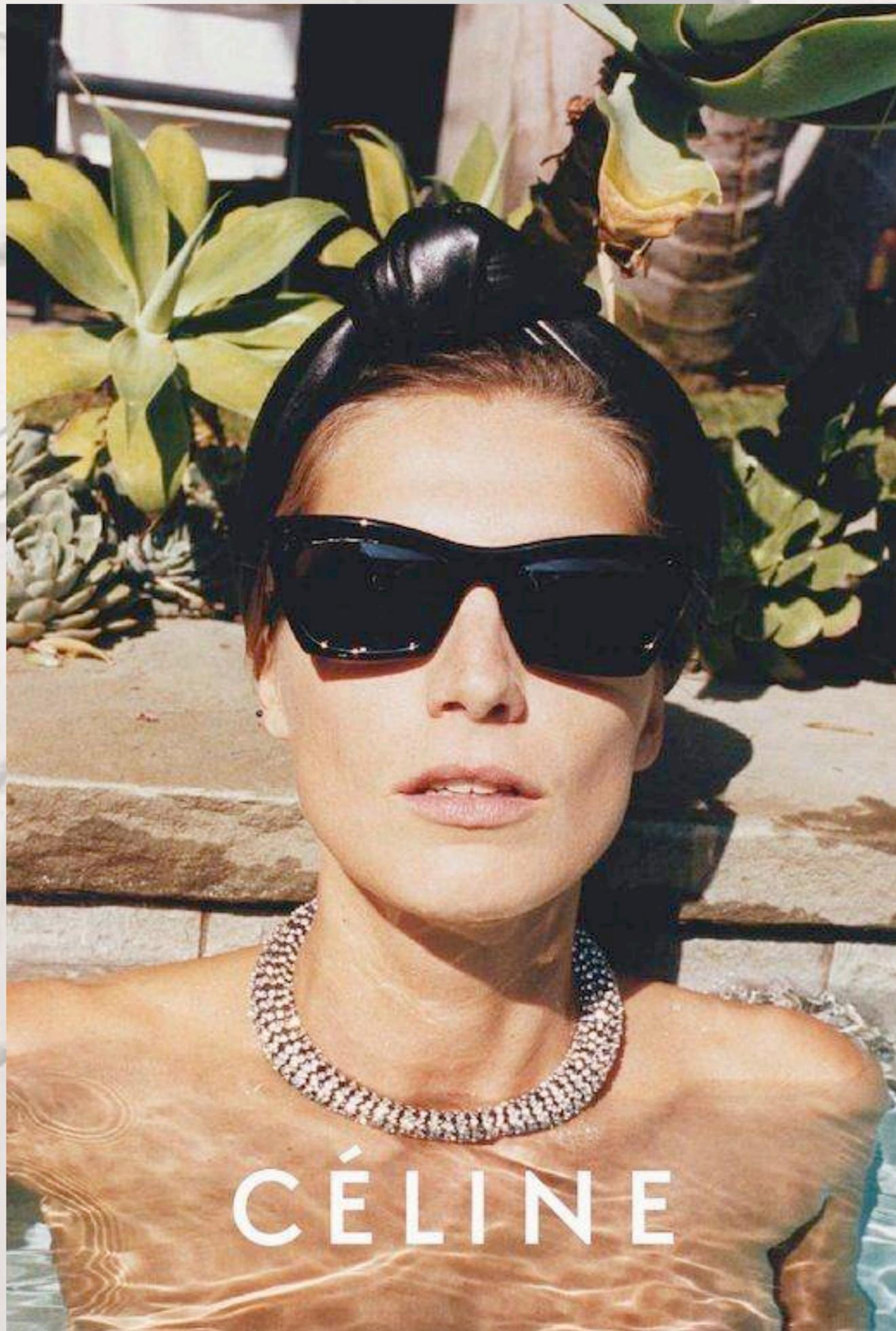




# CÉLINE

LUIZA MELLO  
GRAD 2 SPRING 2018



# HISTORY

- 1946 ■ Céline Vipiana and her husband opened a Children's shoe store in Paris. Two years later, they had opened three more.
- 1960 ■ Céline expanded the business and created her first fragrance.
- 1966 ■ Céline established a leather goods factory in Florence to launch her first handbag line.
- 1970 ■ The brand was available world wide.
- 1996 ■ The company was fully owned by LVMH Group.
- 2008 ■ Phoebe Philo takes the reins as a Artistic Director.



Phoebe Philo

## “LESS BUT EXCELLENT”

Ready to wear, leather goods, accessories and shoes: **beautiful and practical**, in tune with the everyday lives of the women for whom it is designed.



# CONCEPT

DESIGN THAT EMPOWERS WOMEN.

To make beautiful, sincere and genuine products which empower women and give them joy in dressing and living for themselves.



# IDENTITY

MASCULINITY AND FEMININITY  
TOGETHER

EQUALITY

PASSION FOR DETAILS

SOPHISTICATED MATERIALS

NO LOGO APPROACH





PRAGMATIC



CHIC



SIMPLICITY



POWERFUL



SHOES



LEATHER GOODS

ACCESSORIES



DESIGN

PRACTICAL

CHIC

PARISIAN

EFFORTLESS

TIMELESS

ELEGANT



CONSISTENT  
COLOR PALETTE

USE OF DIFFERENT  
TEXTURES OR  
PATTERNS

PATTERNS ALWAYS  
ASSOCIATED WITH  
NEUTRAL TONES

ANALOGOUS  
COLORS



Wool coat, \$2,806, cotton  
and silk top, \$2,374,  
belted trousers, \$978,  
all Celine, Land's End  
Store, (02) 9331 2656



# DISCREET BUT POWERFUL

Whites, Beiges, Nudes and a feminine Soft Pink with hints of Minimal Black



# HEADQUARTERS

- Seventeenth Century hotel Particulier originally commissioned by Jacques Tubeuf, advisor to Louis XIII.
- One time it was the Paris stock exchange.
- The historic building occupies five stories, across 7 500 square meters. It is now home to Céline offices, studio space and showrooms.



140

STORES WORLDWIDE

1,800

EMPLOYEES

4

COLLECTIONS A YEAR

# REFERENCES

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