

JONATHAN ANDERSON

I've always felt that fashion is about so much more than clothes. It's a part of culture, and it's given meaning by culture. As such, it's in an interdependent relationship with the wider world and all the other arts and craft.

On my first day here at LOEWE, I asked myself, 'How can I open up this idea of a cultural landscape?' I wanted to create a new kind of brand — a cultural brand — and develop a language that did not rely on old ideas of luxury. I felt very lucky, handed the keys to a house with such a rich heritage while also being given the complete freedom to bring in contemporary craft, art, film, literature and music, and to bring these different disciplines into dialogue with each other.

Filled with a decade of collections, campaigns, artistic inspirations and collaborations, this book follows a similar spirit. It's a story told primarily through images—however, as we were making this book, we decided to bring together a dozen members of the creative family that's grown alongside us over the past decade and place them in conversation with one another. It reminds me of how, at our shows, we often seat very different characters next to each other to prompt unexpected encounters. Often, they find things and ideas they have in common within the cultural landscape of LOEWE. I've enjoyed reading these conversations, which are full of stories and surprises — you never know where conversations with these kinds of creative minds will go.

There's also a conversation with my close collaborator Benjamin Bruno that tells the story of our past ten years, and what we've learnt as LOEWE has evolved. Looking back over the past decade has been emotional, a journey that reminds me of just how grateful I am to the people who put their trust in this vision, and for all the team who have supported and inspired me along the way.

Thank you.
Jonathan

