Loewe riffs on Japanese animation fantasy My Neighbor Totoro in new capsule collection

By Godfrey Deeny - 5 January 2021

Think of it as the new animist cool. Loewe’s creative director Jonathan Anderson has riffed on Japanese animated fantasy film My Neighbor Totoro in a new capsule collection for the house that launches on Friday.

The new capsule pays tribute to the noted 1988 fantasy film, made in collaboration with Studio Ghibli, which tells the story of a professor and two young daughters who move to a country house and their interactions with friendly spirits in post-war rural Japan. Totoro is a beast they discover in the woods who has magical abilities including growing plants and trees and driving a cat-bus.

My Neighbor Totoro went on to become a cult phenomenon – amassing some $277 million in home video sales and a further $1.2 billion in revenue from licensed merchandise sales.

“The film shares many values with Loewe, very important, moreover, in these very moments, such as the return to nature, the value of craftsmanship, sisterly love, or female empowerment. It is for this reason that Jonathan Anderson, our creative director, has decided to pay tribute to this film and its adorable protagonists,” the Madrid-based house said in a release.
A campaign shot by photography aristocrat Gray Sorrenti captures the insouciant naivety and dreamy imagery of the film; featuring cloudy print drawstring shorts; logo sweatshirts with hairy mini monsters instead of the letter O; and great A-line shirts with animist imagery. There is also a line of accessories with the characters of the film, seen on Loewe’s popular be Balloon, Puzzle or Hammock handbags.

Totoro and his woodland pals are even hand-painted on leather jackets; and printed or embroidered on T-shirts and blouses. While the film’s favorite characters are represented with intarsia technique on the skin of many bags. Tapestry-like techniques are seen in wide wool sweaters and tote bags, maintaining the artisanal twist that has characterized Anderson’s direction of Loewe.

This collection will be available in Loewe’s worldwide stores and on Loewe.com starting on Friday, Jan. 8.

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