Jean Paul Gaultier revamps website, introduces clothes renting, reselling

By Dominique Muret - 28 October 2021

Jean Paul Gaultier is heralding a key new stage in its relaunch drive by means of its brand-new e-store. The Parisian label, keen to capitalise on its widespread popularity, has deployed several initiatives hinging on its rich heritage, which it is striving to promote as much as possible. Among the new initiatives, ready-to-wear capsule collections showcasing Gaultier’s signature codes, collaborations with young designers reinterpreting the label's DNA, and the introduction of new services on the revamped e-shop, like the possibility to rent archive models and to resell vintage items.
New pages have been added to the label’s fashion and perfume global e-shop, jeanpaulgaultier.com. “Entirely unisex, free from gender categorisations, mixing new items, ready-to-wear, vintage looks and tailor-made atelier models, everyone will be able to shop Gaultier on fashion.jeanpaulgaultier.com. It will also be the chance to fulfil the dream of renting iconic Jean Paul Gaultier items and other archive models coming straight from the Gaultier runways,” said the label in a press release.

French couturier Jean-Paul Gaultier, who sold his label to Catalan group Puig in 2011 and stopped producing ready-to-wear collections in 2015, brought his career to a close with a last haute couture collection presented in January 2020 in a memorable show at the Châtelet theatre in Paris. Since then, the label led by Antoine Gagey has reintroduced ready-to-wear fashion, launching a sailor-themed collection last May that was created in collaboration with five emerging designers: Ottolinger, Palomo Spain, Lecourt Mansion, Alan Crocetti and Marvin M’Toumo.

Seeing the collection’s success, the label decided to give it another go, on the occasion of its new website’s release, dropping a ready-to-wear collection called ‘Les Punks’. “A collection inspired by the label’s iconic archives, featuring the daring design codes dear to Jean Paul Gaultier, filtered through a 2022 perspective. More than an aesthetic, it is an attitude that is both idiosyncratic and connected, a clash of worlds that is 100% Gaultier,” said the label.

To accompany the launch, New York photographer duo Torso devised an advertising campaign “with a B-movie aesthetic,” with the help of art director-hairstylist Odile Gilbert, who provided a fresh take on “the craziest creations developed for the label in the course of her long-standing collaboration.”
The collection, which will also be available at select multibrand stores including Dover Street Market and Selfridges in London and the Galeries Lafayette’s Champs-Élysées branch in Paris, features among others a series of check suits, destructured kilts, flared trousers, sportier jersey cotton items embroidered with old logos, as well as 10 Schott leather jackets “customised by [the label’s] ateliers” and a t-shirt available for the first time in a full range of sizes, from baby to 4XL, while jewellery designer Stéphanie D’Heygere has created a selection of safety pins and similar accessories.

The other big novelty is the possibility of renting, on a weekly basis, some of the iconic items that have marked Jean Paul Gaultier’s catwalk show history, borrowed from the label’s bottomless archives, featuring more than 30,000 items. Prices range between €150 and €700 depending on the model. The new website also showcases a selection of vintage items, enabling private customers and retailers to resell old Jean Paul Gaultier models.

Successful collaborations, like the haute couture one with Sacai, or the capsule collection with US rapper Lil Nas X, which sold out in a matter of days, have encouraged Jean Paul Gaultier to explore this new avenue, while promoting its archive material as much as possible. The next big date will be in January 2022, with the show for the haute couture collection designed by Glenn Martens.