Jacquemus collaborates with VanMoof on electric bike model

By Mathilde Lemaire - 23 November 2021

Jacquemus is entering the bicycle market. The French luxury ready-to-wear label, founded by Simon Porte Jacquemus in 2009, has teamed up with Dutch e-bike brand VanMoof to launch an electric bike model.

The Jacquemus x VanMoof e-bike has been unveiled on the two brands’ Instagram accounts: it features an all-pink frame, bearing the luxury label’s logo, while the saddle and wheels are all in black, creating a stark contrast.

The bike is based on the VanMoof S3 model, and is expected to retail at a price of approximately €2,200. The launch date has not yet been disclosed.

Jacquemus is well-versed in collaborations. Over the years, it has dropped a number of collections created in partnership with major names like La Redoute in 2014, crystal and jewellery specialist Swarovski in 2019, and ceramist Daphné Léon in 2020. It is a way for Jacquemus to test its appeal in new markets, while reaching a broader consumer target and creating an occasion with the drop.

By joining forces with a bicycle brand, Jacquemus is following in the wake of other luxury labels like Louis Vuitton, Dior and Stella McCartney, which have teamed up with bike industry giants such as Brompton and Cannondale.

Jacquemus is also said to be about to enter the beauty market. According to US magazine WWD, the French label, which recorded a revenue of over €25 million and employs some sixty people, has linked up with Spanish group Puig to create a cosmetics line that should be launched in the course of 2022.

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