Juicy Couture relaunches with $25,000 Swarovski Crystal jumpsuit

By Cassidy Mantor - 3 April 2018

Juicy Couture has been relaunched by stylist Jamie Mizrahi who showed the brand at its first NYFW show last month. The relaunch includes a partnership with Swarovski Crystal to bring the brand's iconic tracksuit back.

Mizrahi's Instagram introduced the Juicy reboot saying, "Nostalgia has proven to be one of our brand's greatest assets and I truly believe it will be the springboard to launch us into the next phase of the brand’s evolution."

The new collection adds Swarovski Crystal embellishments to the brand's tracksuits, made famous by Paris Hilton in the early aughts. Juicy customers can personalize their tracksuits by having their name spelled out in the...
in the early aughts. Juicy customers can personalize their tracksuits by having their name spelled out in the embellishments, while the hero piece in the collection is a $25,000 jumpsuit featuring head-to-toe crystals.

This first installment of Juicy's relaunch is available on Farfetch and includes solids and fully embellished pieces. Silhouettes include crop tops, cropped zip jackets, cropped hoodies, shorts, a romper, and pants. The brand's signature scaled-down size proportions are alive and well, in stark contrast to a number of other brands that are now focusing on inclusive sizing.

While some hoodies are offered in more generous silhouettes, Mizrahi also has kept the brand's design true to its original skin-bearing aesthetic. Juicy co-founders Nash-Taylor and Skaist-Levy notoriously told their manufacturers to fit small, saying, "If you think they look like baby clothes, they are the right size."

Juicy will continue relaunching this season with additional drops later this month and into May. While the original Juicy tracksuits cost about $160, price points for the relaunched collection range from $275 for the crop jacket to $1,350 for fully embellished velour crop tops. Monogramming and custom art is available on all pieces for additional fees.

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