

LUJO

S T R A T E G Y



Case Study

Delvaux:

200 Years of Craft,
Facing a New
Cultural Test

Executive Summary



Delvaux is the world's oldest luxury leather house.

Founded in 1829, it patented the modern handbag before anyone else, earned a Royal Warrant, and built an archive that tracks nearly two centuries of craft. Its hero products include the Brillant, the Tempête, and the Pin, but these handbags remain mostly admired in silence.

And that is the problem.

Admired quietly. Respected, but rarely remembered. Hermès keeps its bags in constant circulation, always reappearing in ways that reinforce their status. Loewe builds theater around craft, pulling it into culture with bold gestures. Bottega Veneta took the intrecciato weave and made it instantly recognizable, stretching it across categories until you can spot it from across a room. Delvaux risks silence, which is the first step to irrelevance.

The opportunity is to lean into what makes Delvaux different and

make that difference compelling. To build stories around its hero products so they keep showing up, again and again, until they feel alive.

To use scarcity as theater, giving people the sense they witnessed something others missed. To turn collectors into visible advocates, and micro-communities into amplifiers that carry Delvaux further than any campaign could.

In luxury, admiration alone does not build traction. Conversation does. When people talk about a bag, it stays alive. When it shows up again in new contexts, it becomes part of culture. That visibility is what protects price, what draws in younger buyers, what keeps a product selling long after launch. Without it, Delvaux risks being treated as history instead of a living brand. With it, Delvaux can turn two centuries of craft into a future people can't ignore.



In 1829, a year before Belgium claimed its independence, Charles Delvaux established la Maison Delvaux, opening his inaugural travel goods workshop in the heart of Brussels.

Levels (36 months)

0 - 12 MONTHS

1

Hero Systems

Stage Brillant and Tempête in design/architecture channels (Salone, Biennale/Frieze) so codes live beyond retail.



12 - 24 MONTHS

2

SLG Cultural Drops

Seasonal €400–800 capsules by influential creatives (art-adjacent and pop-cultural) that ladder buyers to €5,000 bags without diluting icons.



24 - 36 MONTHS

3

Retail as Stage

Flagships run cultural content calendars (takeovers, serialized installations) that convert visibility into traffic, sell-through, and.



Cultural Context



Delvaux is Belgian, while most of their competitors are French or Italian.

The way Loewe has leaned into its Spanish heritage shows how national identity can create real distinction and Delvaux could do something similar. Belgian identity, far from a weakness, can be a strong advantage.

Belgium gives Delvaux three associations to build on:

1

Architecture

Bags inspired by architecture are rare in a market of surface-level minimalism.

This is already Delvaux's DNA.

2

Surrealism

The Brussels group (Magritte, Mesens, Scutenaire, Hamoir, Baes) gave surrealism a more accessible, urban, and satirical edge compared to the dreamlike mysticism of Paris surrealists like Dalí.

Delvaux has nodded to this spirit before, but only in a cautious, almost decorative way. With greater daring and consistency, surrealism could evolve from a passing gesture into one of the

3

Creative lineage

Belgium has shaped global creativity for decades, from the Antwerp Six to today's leaders: Matthieu Blazy, Pieter Mulier, Meryll Rogge, Raf Simons, and the enduring influence of Margiela.

This is not about Delvaux becoming a fashion house, but about claiming Belgium's proven role in creativity, exactly the energy luxury houses need to stay alive in culture.





This isn't about selling Belgian nationalism.

It's about turning Belgian qualities into universal desire.

Paris sells romance. Florence sells craft. Belgium can sell architectural surrealism and Delvaux is the only house that can claim it as its core. But owning it means more than referencing Magritte or repeating "bags like buildings." It means turning those codes into living systems: products, collaborations, and cultural moments that reinforce the idea again and



What's Missing?



Delvaux has shown intention...

...by reworking its hero products, seeding to celebrities, staging installations, and hosting pop-ups. The moves are right. The problem is they don't last. Without continuity, each effort fades as quickly as it appears.

What's missing is a system of storytelling that keeps a product alive long after launch. Multiple chapters, told over time, each one deepening the meaning and reach of the product. That's how a bag moves from release to relevance. Without it, three risks appear:

Media loss

Coverage peaks during a launch, then the story gets lost. It doesn't gain long-term traction.

Without a system of storytelling, prices above €5,000 feel steep to new audiences. Cultural weight allows brands to maintain higher margins, regardless of market conditions.

Generational irrelevance

€400 Small leather goods open the door, but without emotional pull they stay transactional. A wallet without a story is just a wallet.



Hero Product Systems

Delvaux's bags already carry cultural references...

...including architecture, fine art, and design history. The next step is to stage them explicitly in those worlds, introduced not as fashion products, but as objects that belong in the same conversations as Bauhaus chairs, Noguchi lamps, or Brancusi sculptures.

Le Brillant — Objects of Design



The Brillant clasp is not just hardware. Its curved “D” motif is an architectural gesture. Delvaux has treated it cautiously, as a detail of craft. The opportunity is to elevate it into a cultural code: recognizable and repeatable across design disciplines.

To do this, the clasp should enter the design world through a ritual object. Belgium is globally known for its beer, yet rarely framed in the luxury design context. A Brillant-inspired chalice and sculptural beer opener, created

with Baccarat and designed by Belgian studio Muller Van Severen, would repurpose this tradition as collectible design. Presented at Salone del Mobile, the installation would not be “about beer,” but about transforming a Belgian cultural habit into a luxury object that press and collectors want to talk about.

Retail Integration

The chalice becomes part of the flagship experience in Brussels, New York, and Seoul. It is used during private client events and made available in limited quantities for purchase, with the beer opener offered as a gift-with-purchase. Remaining stock is later released online and in flagship locations.

Collector Pathway

Introduced first to VICs in a numbered edition of 50–100 sets, positioning the chalice as a collectible object of design. Early circulation in the homes of brand advocates creates both exclusivity and cultural visibility.

Cultural system

Each year, a Belgian designer transforms the clasp into a functional object, building an ongoing series that turns the Brillant into a recognizable design code. This direction anchors the Brillant in Belgium's cultural identity while leveraging Baccarat's global authority in crystal and Muller Van Severen's contemporary design pull. It avoids being "just another collab" because it fuses Belgian everyday life with collectible luxury, presented on an international design platform.



Le Tempête — Spaces & Installations

The Tempête was born in 1967, inspired by furniture designer Jacques Adnet. Its defining stud was not decoration but structure, drawn from modernist design language. Over time, Delvaux reduced the stud to ornament. The opportunity now is to restore its architectural potential.

Delvaux can invite a leading architect to work with the Tempête stud at scale. Instead of decoration, the stud becomes a joint, used to build walls, frames, and thresholds that form a

temporary space for the bag. The first installation will be unveiled at Frieze Seoul with a prominent Korean architect such as Minsuk Cho, placing Delvaux at the center of contemporary architectural culture and aligning it with Korea's global design momentum.

Retail Integration

Elements of the installation are carried into boutiques: the stud becomes door handles, partition joints, and display fixtures, giving the Tempête a clear architectural presence in the retail space.

Collector Pathway

Select VICs are invited into the installation ahead of the public and receive a collector's dossier with archival photographs, sketches, and material swatches. Presented as a document rather than an object, it positions them as cultural insiders.

Cultural system

Every 18–24 months, a leading architect reinterprets the stud, creating a cumulative narrative of the Tempête across cities from Seoul to Milan, Tokyo to Paris.

SLGs Cultural Drops

Small Leather Goods are the first step into the world of Delvaux—a safe space to experiment and reach younger audiences without touching hero products' equity.

Much like Moncler's Genius program (positioned more art than fashion), each season a new creative reinterprets a wallet, cardholder, or pochette. €400–800 editions attract first-time clients and can be used as reward for VICs.

Retail Integration

Each capsule will be exclusive to the location where the collaboration takes place and debuts through immersive boutique takeovers—launching first in Antwerp (heritage), Seoul (youth culture), and New York (global influence)—before expanding to Paris, Tokyo, and London. Designed as cultural moments rather than standard product drops, these activations transform boutiques into experiential spaces that celebrate creativity and community.

Events, workshops, and artist meet-and-greets bring each capsule's narrative to life, fostering deeper emotional engagement with Delvaux.

Collector Pathway

Select Small Leather Goods serve as exclusive gifts for VICs, enriching their existing Delvaux collections. At the same time, these pieces offer younger clients an accessible entry point into the brand, nurturing long-term loyalty and guiding them toward Delvaux's hero products.

Cultural system

An ongoing series of location-exclusive collaborations creates a cohesive narrative framework for Delvaux's cultural expression.





1

Belgium:

Collaborations with local surrealist artists reinterpret Small Leather Goods, bridging the House's heritage with contemporary art. Students from design schools can also be invited to design a SLG, nurturing relationships with a microcommunity that can eventually grow into a client base.

2

Korea:

Partnerships with K-pop creative directors and leading animation studios reimagine SLGs as limited-edition capsules, tapping into youth culture and innovation.

3

New York

Collaborations with art institutions such as the Whitney Museum—and alignment with local cultural tastemakers—extend Delvaux's credibility into the city's creative pulse.



Cultural Index



The Cultural Index measures five aspects of cultural and commercial strength.

Each score is anchored to observable proxies and benchmarked against leading leather goods houses.

Brand Codes



Narrative:

The Brillant and Tempête are distinctive, but recognition remains confined to connoisseurs. Hermès' Birkin has an extremely high recall; Delvaux barely registers outside Belgium. The use of Architectural references is present, but there is no serialized expansion into design objects, retail, or ongoing systems. Without translating its craftsmanship into identifiable details, Delvaux's work risks remaining unnoticed.

Rival brands have built emblematic signatures (such as Bottega's intrecciato) that travel across categories and signal identity instantly; Delvaux's remain under-amplified. Their Arsenal leather technique has the potential to be that for them.

Analytical Sidebar:

Proxy:

Breadth of brand codes across categories and cultural contexts.

Benchmarks:

Hermès (25/25)

Loewe (22/25)

Bottega Veneta (21/25)

Delvaux (19/25)

Predictive:

Without serialized cultural objects (Brillant chalice, Tempête architecture), recall will remain <5% outside Belgium.

With consistent amplification, Delvaux could rise to 22/25 in 36 months.

Cultural Currency



Narrative:

Recent cultural moves — the Steinberg installation in Paris, a Vogue dinner, K-pop seeding with BTS’ V and Twice’s Jihyo — all created spikes of attention. Each proved Delvaux can enter cultural conversations. But none of them evolved into chapter two, three, or four. Without continuity, moments vanish as quickly as they arrive. The brand isn’t building cultural memory. Each activation feels like a fresh start, rather than part of a compounding system. Current efforts drive short-term excitement but fail to build long-term equity.

Analytical Sidebar:

Proxy:

% of activations that build into multi-chapter narratives.

Benchmarks:

Hermès (24/25)

Loewe (21/25)

Bottega Veneta (19/25),

Delvaux (12/25)

Predictive:

Without serialization, cultural memory erodes — Delvaux risks staying at novelty spikes. A sequenced loop of SLG drops + Brilliant/Tempête systems could raise cultural currency by +6–8 points.

Social Status



Narrative:

Delvaux is respected by older collectors, Belgian elites, and cultural insiders. But that admiration doesn't trickle into subcultures, tastemakers, or younger buyers. K-pop seeding gave visibility, but without fandom mechanics or embedded partnerships, it built buzz rather than status. There is no meaningful presence among design students, emerging curators, or collectors-in-training — the very people who shape tomorrow's taste.

Without investing in these micro-communities, Delvaux risks staying a brand you buy into once, not one you return to. Competitors scale through micro-community engagement and organic advocacy—channels Delvaux has yet to build.

Analytical Sidebar:

Proxy:

Advocacy penetration among under-40 subcultures and taste communities.

Benchmarks:

Hermès (25/25)

Loewe (22/25)

Bottega Veneta (20/25),

Delvaux (15/25)

Predictive:

Without serialization, cultural memory erodes — Delvaux risks staying at novelty spikes. A sequenced loop of SLG drops + Brilliant/Tempête systems could raise cultural currency by +6–8 points.

Commercial Appeal



Narrative:

Recent cultural moves — the Steinberg installation in Paris, a Vogue dinner, K-pop seeding with BTS’ V and Twice’s Jihyo — all created spikes of attention. Each proved Delvaux can enter cultural conversations. But none of them evolved into chapter two, three, or four. Without continuity, moments vanish as quickly as they arrive. The brand isn’t building cultural memory. Each activation feels like a fresh start, rather than part of a compounding system. Current efforts drive short-term excitement but fail to build long-term equity.

Analytical Sidebar:

Proxy:

% of activations that build into multi-chapter narratives.

Benchmarks:

Hermès (24/25)

Loewe (21/25)

Bottega Veneta (19/25),

Delvaux (12/25)

Predictive:

Without serialization, cultural memory erodes — Delvaux risks staying at novelty spikes. A sequenced loop of SLG drops + Brilliant/Tempête systems could raise cultural currency by +6–8 points.

Customer Lifecycle



Narrative:

Delvaux has its audience of mature collectors who are loyal to the brand, but there is no structured path for younger buyers. SLGs at €400–800 open the door, but remain transactional as these products don't carry a story or continuity. There are no advocacy channels (like a Collector's Circle for VICs that does atelier visits and archive previews) to convert ownership into storytelling.

Younger clients can enter but have no cultural ladder pulling them upward. Rivals like Dior and Bottega Veneta engineer bridges — cultural SLGs, mid-tier capsules, community recognition — that turn first purchases into lifelong journeys. Delvaux leaves younger buyers stranded at the entry tier, while VICs age out with no succession.

Analytical Sidebar:

Proxy:

Presence of cultural ladders linking entry — mid-tier — VIC.

Benchmarks:

Hermès (24/25)



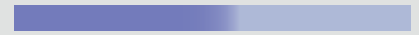
Loewe (21/25)



Bottega Veneta (20/25),



Delvaux (14/25)



Predictive:

Without lifecycle bridges, younger clients won't move beyond entry SLGs. Serialized drops + Collector's Circle could increase lifecycle score to 18–19/25.

Takeaway:

Delvaux has enviable cohesion and distinctive codes, but misses three essential components:

- Cultural memory
- Organic advocacy
- Generational continuity.

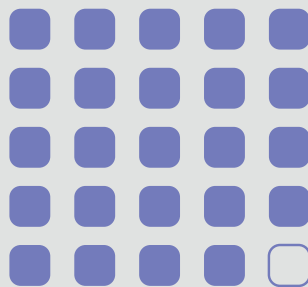
Its codes remain under-amplified, its cultural moves vanish without rhythm, its status is respected but not advocated, and its customer pipeline is fragmented.



Comparative Positioning:

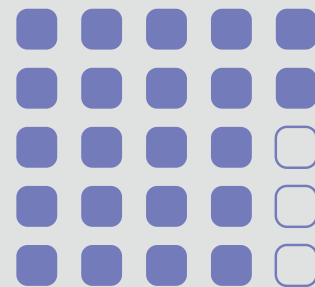
Hermes

98/100



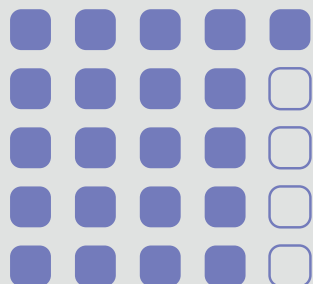
Loewe

87/100



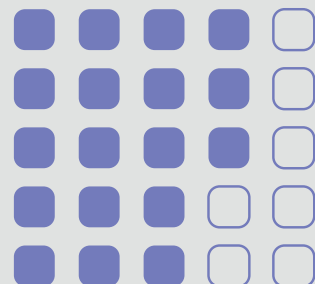
Bottega Venetta

85/100



Delvaux

78/100



Risk:

Delvaux's risk isn't being forgotten, but standing still—admired from afar as others move culture forward.



Roulis Slim wallet by Hermès.



Bottega Veneta's Small Veneta bag.



Loewe's Flamenco purse.

Rivals, Not Role Models



Hermès, Loewe & Bottega Veneta are not inspirations.

They are direct competitors in the very markets Delvaux must grow.

Their advantage lies not only in heritage or product, but in their ability to systematize cultural placement so that relevance builds over time.

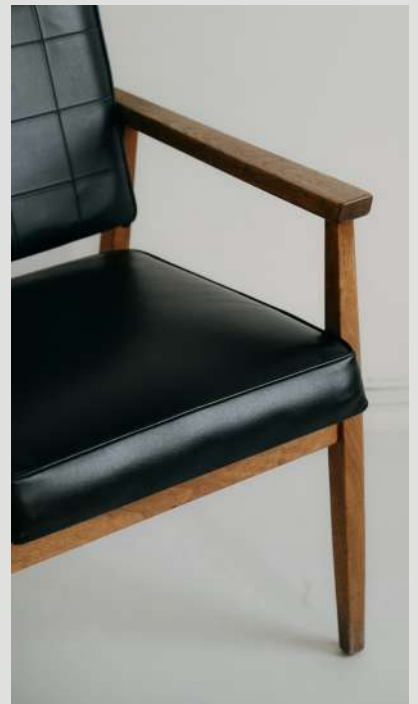
Hermès fuels the Birkin story with cultural touchpoints. When the original Birkin made for Jane Birkin sold at Sotheby's for €8.6 million, it reinforced the bag as both fashion history and a collectible. Selective collaborations — like Jean-Paul Goude's reinterpretation — give it artistic credibility. The "Man Birkin" wave, led by A\$AP Rocky, Pharrell, and NBA stars, reframed it for a new community. These are not seasonal refreshes. They are sustained chapters that accumulate over years.



Bottega Veneta, by contrast, has embedded intrecciato as a house code, making it instantly recognizable, and staging it in Milan's design world as much as on runways. This consistency has created a scalable system—Intrecciato anchors the brand's identity across categories, from leather goods to furniture, while allowing for endless reinterpretation. Its presence in both product and culture reinforces Bottega's value proposition and drives long-term equity without reliance on logos or



Loewe's strength lies in integrating its craft into cultural ecosystems rather than campaigns. The Loewe Foundation anchors the brand in intellectual and artistic credibility, funding exhibitions, residencies, and the Craft Prize—a global platform that elevates artisans to the level of contemporary artists. This creates a continuous dialogue between luxury and culture, where craftsmanship becomes a living, evolving discipline. At the same time, Paula's Ibiza extends Loewe's reach into youth and leisure culture. It's not treated as a sub-line but a parallel narrative: one that keeps Loewe visible in lifestyle, travel, and music circles. Together, they help keep Loewe culturally relevant and



Even outside fashion, Rivals have mastered this systemization.

Rimowa transformed a coffee machine into a cultural object at Salone del Mobile — a ritual tied to travel and lifestyle, but staged as collectible design. It earned press not because Rimowa “did coffee,” but because it framed an everyday ritual through the lens of its brand world. This is the type of cultural translation Delvaux must consider: using Belgian codes (surrealism, design, architecture, rituals) as anchors for global conversations.

Delvaux has shown flashes of this thinking.

The Steinberg installation at Paris Fashion Week reinterpreted Saul Steinberg’s surrealist drawings into a physical environment, connecting Belgian art history with Delvaux’s bags in a striking new visual language. The Vogue dinner in Paris placed Delvaux into the cultural conversation of fashion week, giving it a seat at the table with tastemakers and editors. K-pop placements created global visibility with younger audiences. But all three were treated as stand-alone moments, not opening chapters of a larger system.

The opportunity is to build that system.

Extend the Steinberg collaboration into a recurring series of artist partnerships. Turn Vogue dinners into a repeatable format tied to store openings globally. Build a cultural calendar around K-pop and other influencer placements so visibility comes in waves, not spikes. And make every activation repurposeable inside boutiques, so cultural production doubles as retail content.







The Momentum Map

Growth in luxury no longer comes from mass impressions.

It comes from...

Embedding within tight cultural micro-communities that amplify influence.



Generate earned value.



Create scarcity.



The goal is not to be everywhere but to be unmissable within the circles that shape taste — while deepening loyalty with VICs, who already account for most resilience and growth.

For Delvaux,

...this strategy must directly support its business priorities:

Retail expansion

In the US and APAC, with flagships that immerse clients in the brand.

South

As a critical growth engine, where 14 stores make it Delvaux's most important Asian market.

VIC

Across boutiques worldwide, with designed events and experiences that keep top-tier clients engaged.

Cultural

Built through partnerships with artists, institutions, and museums — including the Magritte Foundation, which anchors Delvaux's Belgian surrealist identity.

New market entry

Tested through traveling installations and pop-ups, a lower-risk alternative to permanent stores.



Over 36 months

Delvaux can realistically build:

4–5
core
communities

...while nurturing:

2–3
secondary
ones

This creates a structure that balances short-term growth with long-term brand equity.

Core Communities

Design & Architecture

Anchored by Brillant at Salone del Mobile (Baccarat × Muller Van Severen chalice and opener) and Tempête installations at Frieze Seoul.

Art & Performing Arts

Cultural partnerships with opera houses, galleries and museums such as the Magritte Foundation.

Luxury Travelers

Exclusive product launches hosted with leading hotels and restaurants in Delvaux's key cities, aiming to drive traffic to their stores.

Students in Design/Fashion/Ar

Collaborations with leading schools in Antwerp (and later New York) invite students to reinterpret SLGs through fresh creative perspectives. An accompanying internship program nurtures emerging talent while positioning Delvaux as a patron of future craftsmanship.



Secondary Communities

Under 40 Tastemakers

Engaged through playful SLG capsules (€400–800) that ladder new clients into €5,000 bags.

Curators & Cultural Editors

Cultural partnerships with opera houses, galleries and museums such as the Magritte Foundation.

Collectors In-training

Nurtured through launches with numbered editions that create a collector's pathway.

VICs

Top-tier Clients

Must feel recognized and engaged through limited editions, private dinners, atelier tours, and seeded collector objects.





Phase 1
(0–12 months):



Ignite Visibility

Goal:

Retail expansion, brand storytelling, and cultural capital.

3 MONTHS

Brillant × Baccarat debut at Salone del Mobile

The chalice becomes part of the flagship experience in Brussels, New York, and Seoul. It is used during private client events and made available in limited quantities for purchase, with the beer opener offered as a gift-with-purchase. Remaining stock is later released online and in flagship

6 MONTHS

Tempête pavilion installation

Introduced first to VICs in a numbered edition of 50–100 sets, positioning the chalice as a collectible object of design. Early circulation in the homes of brand advocates creates both exclusivity and cultural visibility.

9 MONTHS

Digital campaign

— Creative assets highlighting Brillant as ritual object and Tempête as architecture, geo-targeted to boutique openings in priority markets. Converts cultural storytelling into measurable traffic.

12 MONTHS

Press + influencer seeding

— Priority access for design, art, and cultural editors. Extends the Vogue dinner into a recurring cultural format aligned with store openings.

Why it matters now:

Supports retail openings with cultural visibility, reframes Delvaux's Belgian design codes for global audiences, and ensures cultural production doubles as retail content.

Phase 2
(12–24 months):



Build
the
System



Goal:

Client growth, VIC loyalty, cultural amplification.

15 MONTHS

Collector's Circle

—Private dinners, atelier tours, and archive previews tailored for VICs in Seoul, New York, and Paris. Builds intimacy, loyalty, and repeat purchases.

18 MONTHS

SLG cultural drops

—Seasonal SLGs reimagined by Belgian and global creatives, launched through boutique takeovers. Expands Delvaux's codes into €400–800 entry points, driving under-40 client acquisition and creating a path toward larger bags.

12 MONTHS

Cultural partnerships with Belgian institutions

— Deepen ties with opera houses, galleries, and the Magritte Foundation. Grounds surrealist identity at home while exporting it globally through co-branded capsules and exhibitions.

24 MONTHS

Student activation fund

— Commissions from design schools in Seoul, Antwerp, and New York. Builds a pipeline of under-40 tastemakers while positioning Delvaux as cultural patron.

Why it matters now:

Strengthen relationship with VICs, builds continuity into product storytelling, and establishes Delvaux as part of cultural life in key markets.

Phase 3
(24–36 months):



Scale Inevitabi- lity

Goal:

Scalable impact, retail as cultural spaces, exclusivity.

27 MONTHS

Quarterly retail installations

— Rotating installations tied to Tempête's architectural details, ensuring boutiques — especially new flagships in the US — remain living cultural spaces.

30 MONTHS

Annual Belgian capsule

— Limited collections (e.g., Magritte Foundation or Belgian designer reinterpreting the *Brillant chalice*). Reinforces Belgian identity while creating scarcity and earned media.

33 MONTHS

Travel collaborations

— Store-exclusive editions tied to top hotels & restaurants. Captures high-spend US/APAC travelers and leads them back into Delvaux's retail network.

36 MONTHS

Scarcity activations

— Capsules and editions accessible only through boutique events or VIC purchase. Builds urgency and exclusivity, strengthening VIC recognition and advocacy.

Why it matters now:

Embeds scarcity and cultural conversation into the retail network, keeps boutiques relevant, and reinforces Belgium as Delvaux's differentiating anchor.

Budget Framing & KPIs



Budget Recommendation:

~2%
of revenue

Controlled Rollout:

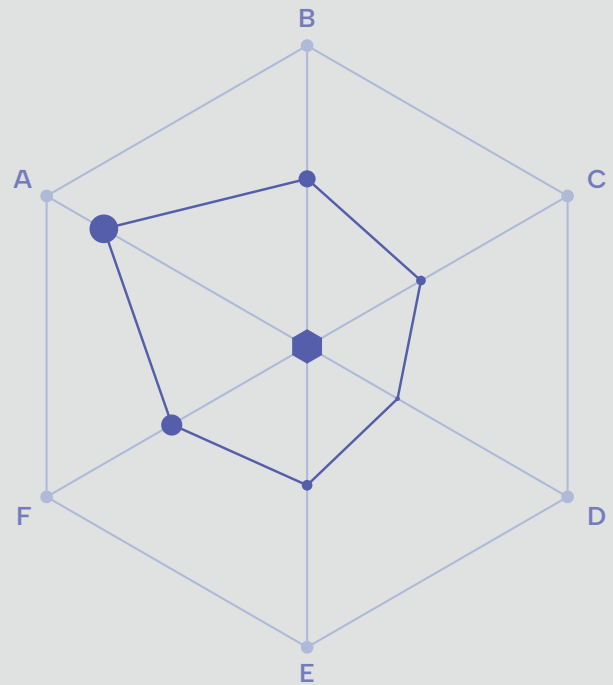
Utilize ~1%
of revenue
first, prove
traction,
then unlock
Phase 2–3

This is not about chasing impressions. It is about systematizing Delvaux's codes — elevating Brilliant as a collectible design object, reestablishing Tempête as an architectural symbol, and using SLGs as a pathway into the brand. Each system produces cultural content that doubles as retail activation, ensuring boutiques are never just stores, but destinations.

With Korea as a key market, the US as the next chapter, and Belgium's surrealist and design heritage as an anchor, Delvaux can turn cultural production into a driver of growth:

- One that opens stores as cultural reference points,
- One that opens stores as cultural reference points,
- One that opens stores as cultural reference points.

KPIs:



A

Retail traffic in US/Korea

B

VIC retention

C

SLG sell-through

D

Earned media value

E

Younger client acquisition

F

Cultural partnerships activated



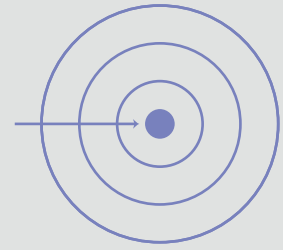
Vision Preview– What This Looks Like



Key Takeaways

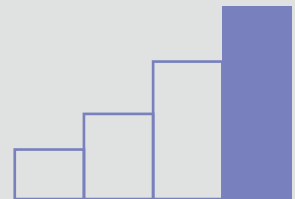
The goal is definition, not reinvention.

Delvaux does not need to reinvent itself; it needs to make its existing codes visible, repeatable, and alive. The *Brillant*, *Tempête*, and *L'Arsenal* already carry distinction — they must now carry cultural weight.



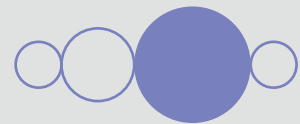
The task is consistency.

Cultural moves cannot remain one-offs. They must repeat, compound, and ladder into systems that create memory. A steady calendar of activations keeps Delvaux's presence consistent year-round.



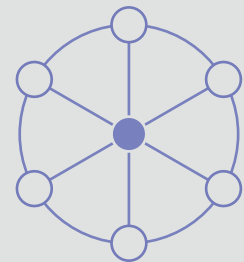
The focus is distinction.

Belgium offers a unique identity — architectural, surreal, cerebral. When staged on global platforms, this difference becomes compelling. Delvaux cannot out-scale Hermès or Loewe, but it can out-differentiate them.



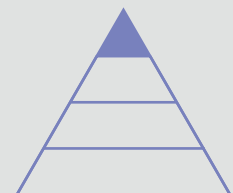
The driver is community.

Growth will not come from mass impressions but from embedding within micro-communities that shape taste: design and architecture circles, art institutions, luxury travelers, and emerging creative talent.



The outcome is inevitability.

With 200 years of endurance already proven, the challenge is not survival but cultural inevitability: to make Delvaux impossible to ignore in Seoul, New York, Milan, and beyond.



Next Steps



Execute Phase 1.

Start with the Brilliant.



Focus on:

3

Major
Activations

1

Calendar

1

Team

The structure is in place, the budget is modest (~2% of revenue), and the KPIs are clear.

What's required now is

To Rythm

To Continuity

To Building
a system

The End



LUJO

S T R A T E G Y



Case Study

Delvaux:

200 Years of Craft,
Facing a New
Cultural Test