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Loewe takes inspiration from the
Royal Andalusian School of Equestrian Art
to create the 'Paseo' bag

It was a visit to the School the initial starting point for the Autumn/Winter 2012 ready-to-wear collection by Stuart Vevers – in particular, the balance of masculine equestrianism and feminine decoration in the School's baroque aesthetic. Later, when he designed the 'Paseo' bag, the Royal School loomed large in Vevers' mind.

The Royal Andalusian School of Equestrian Art – a prestigious name just like Loewe, whose reputation for excellence has outlasted passing fads – is founded on centuries of contact between man and horse. Likewise, Loewe is the product of more than 166 years of contact between the human hand and the finest leather. The Royal School and Loewe share a common history of devotion to the unhurried work that leads to excellence. Training a horse to dance and creating a bag are both tasks requiring a particular rhythm. Horsemen and craftsmen know this, and it may explain why they carry out their tasks with such dignity – a dignity common in those who aware that their work is irreplaceable.

The 'Paseo' bag and the Andalusian horse represent the heart of Loewe and the School respectively. Their anatomy is their aesthetic; their character is what makes them unique. As soon as you pick up the 'Paseo' bag you discover how light and supple it is – just like the powerful animals that are capable of performing the most intricate dance steps. For the exterior of the 'Paseo', Loewe has chosen buffalo skin. It is lined with suede in a contrasting colour – combinations include lemon/purple and stone/greige – with the textural differences designed to heighten the bag's tactile sensuality. Armed with a practical interior pocket, the bag also has an adjustable shoulder strap, and its design evokes the shape of a horse's bridle and reins. The choice of colours that the 'Paseo' comes in – stone, bright purple, coral, lemon, ocean, oxblood and black – reflect the palette of vivid earthy colours that is inherently Spanish.

For this project Loewe has assimilated elements of Spanish equestrian art into its language. The images shot for the 'Paseo' campaign showcase the bag along with the noble bearing of the horses *Pizarro*, *Ventosillo* and *Vigilante*, all wearing lavish harnesses reserved for special occasions and ridden by a jockey dressed in the Equestrian School uniform.

The 'Paseo' bag will be on sale in stores by January 2013.































The 'Paseo' bag is a timeless object which upholds the Loewe's commitment to Spain's aesthetic heritage, its own artisanal nature and its unflinching quest for nobility in every single stitch of its handbags.



