



The LOEWE SS21

show-in-a-box will be expanded by a layering of content activated through Instagram and aggregated on [loewe.com](https://www.loewe.com)

The events will follow an hourly agenda, from morning to evening, for 24 hours on 12 July.

The timetable will follow local time zones, starting from the morning, in Beijing.

The idea is to offer to each viewer an individual experience that happens in the moment.



Beijing 09.00 / Paris 03.00 / New York 21.00 (-1)

Portraits in motion of denizens of the front row, by photographer and director Aidan Zamiri

Beijing 10.00 / Paris 04.00 / New York 22.00 (-1)

Adam Bainbridge, aka Kindness, introduces the music concept: a medley of talents from all round the world

Beijing 11.00 / Paris 05.00 / New York 23.00 (-1)

Performance by Korean composer Park Jiha

Beijing 12.00 / Paris 06.00 / New York 00.00

The shoes

Beijing 13.00 / Paris 07.00 / New York 01.00

A video on the Art of Shibori: a Japanese textile technique that inspired several pieces in the collection

Beijing 14.00 / Paris 08.00 / New York 02.00

Paper engineering with Shin Tanaka, who recreated in paper the basketweave leather pineapple featured in the collection – download the pattern to make it at home

Beijing 15.00 / Paris 09.00 / New York 03.00

Meeting with the basketweave artist Idoia Cuesta, who created two tops for the collection

Beijing 16.00 / Paris 10.00 / New York 04.00

Breakfast with Jonathan Anderson and actor Josh O'Connor

Beijing 17.00 / Paris 11.00 / New York 05.00

Performance by French-Malagasy pianist, composer and producer Mathis Picard

Beijing 18.00 / Paris 12.00 / New York 06.00

Collection highlights with Jonathan Anderson

Beijing 19.00 / Paris 13.00 / New York 07.00

The looks

Beijing 20.00 / Paris 14.00 / New York 08.00

Lunch with Jonathan Anderson and textile artists Igshaan Adams, Diedrick Brackens, Anne Low, Josh Faught.

Beijing 21.00 / Paris 15.00 / New York 09.00

A conversation with M/M (Paris) on designing the box and the show-in-a-box concept

Beijing 22.00 / Paris 16.00 / New York 10.00

The bags

Beijing 23.00 / Paris 17.00 / New York 11.00

A meeting with Cecile Losada, the artisan who crafted the Balloon bag



Beijing 00.00 / Paris 18.00 / New York 12.00

Performance by American harpist Ahya Simone

Beijing 01.00 / Paris 19.00 / New York 13.00

Dinner with Jonathan Anderson and photographer Tyler Mitchell

Beijing 02.00 / Paris 20.00 / New York 14.00

Performance by American band Starchild and the New Romantic

Beijing 03.00 / Paris 21.00 / New York 15.00

Look 23: how to make it at home following the downloadable pattern

Beijing 04.00 / Paris 22.00 / New York 16.00

Revisiting Galicia where Idoia Cuesta shows us the weaving process of the Pineapple bag

Beijing 05.00 / Paris 23.00 / New York 17.00

Performance by UK band ANZ

Beijing 06.00 / Paris 00.00 / New York 18.00

Audio tour of the LOEWE factory in Getafe, Madrid

Beijing 07.00 / Paris 01.00 / New York 19.00

The life and work of painter Paul Cadmus, explained by contemporary art critic and curator Jarrett Earnest

Beijing 08.00 / Paris 02.00 / New York 20.00

Womens Precollection