

SON AND DAUGHTERS

of stars are fashion's new royalty



Kendall Jenner



Sylvester Stallone poses with daughters Sistene, Sophia and Scarlet

Paris They are fashion's new celebrity aristocracy, the sons and daughters of stars who are themselves becoming the kings and queens of the catwalk shows.

From Lily-Rose Depp and Will Smith's daughter Willow -- the faces of Chanel -- to the Beckham boys and Sylvester Stallone's two daughters modelling for Dolce &



Lily-Rose Depp

Gabbana, celebrity offspring are luxury labels' new not-so-secret weapon.

With their huge followings on social media and instant name-recognition, these millennials born in the limelight have become the perfect avatars for advertising campaigns.

British actor Jude Law's daughter Iris is the new face of Burberry having followed her brother Rafferty in modelling, while the daughters of singer Lionel Richie, Cindy Crawford and even Bob Dylan's grandson have all embarked on catwalk careers.

Michael Jackson's daughter Paris turned up in the French capital this week for a photo shoot, adding her name to a bulging celebrity model roll call that includes the daughter of Oasis singer Noel Gallagher, the son of Isabelle Adjani and Daniel Day-Lewis, the daughter of Nastassja Kinski and Quincy Jones, and the sons of Sean Penn and Pierce Brosnan.

The list is endless and seemingly inexhaustible, with marketing experts maintaining that young



Will Smith's with his daughter Willow

consumers cannot get enough of celebrity dynasties.

You just have to look at the Kardashians, said Gachoucha Kretz, professor of fashion marketing at the HEC business school in Paris, to see how the model works.

Kardashian effect

They have converted their reality television fame into fashion hard currency, with

Kim Kardashian and her half sister Kendall Jenner now established stars of the firmament, their every wardrobe choice scrutinised on social media.

Brands hope to piggyback on "the popular fascination with these tribes and families", Kretz said.

With no problem about name recognition "there is much less marketing to do", she added. "The associations are already created."

Even fashion's biggest players are happy to play along with the family fame game. Chanel's Karl Lagerfeld, for instance, has been an enthusiastic nepotist, hiring Depp, Smith and Jenner, and taking former supermodel Ines de la Fressange's daughter Violette d'Urso as his muse.

-(AFP)

Paris Fashion Week



Do suits suit us anymore? Designers wrestled with how to reinvent the boring old jacket and pants combo for skate-kid millennials at the Paris menswear show on Friday. -(AFP)

Paris Jackson