# Lauren Sanchez makes waves with £4,350 Balenciaga coffee cup handbag



Lauren Sanchez, a prominent broadcaster and the fiancée of Amazon founder Jeff Bezos, has been making headlines not only for her forthcoming wedding in Venice this June but also for her choice of accessory: a £4,350 Balenciaga handbag designed to resemble a take-out coffee cup. This creation, labelled the '9am coffee cup' clutch, showcases the luxury brand's trend of elevating everyday items into high-priced fashion statements. The stylish accessory appears more fitting for display than function, given its hefty price tag.

The '9am coffee cup' clutch, made from calfskin, is part of a wider trend among luxury brands that imitate everyday consumer goods while attaching substantial price tags. Balenciaga previously gained notoriety for their quirky designs, including a bag that mimics a packet of spicy chilli crisps, retailing for £1,450, and another resembling a paint can, priced at £1,980. Designers like Moschino have also joined this movement, offering similar products such as a leather box bag shaped like an orange juice carton, currently worn by supermodel Gigi Hadid and priced at £1,541.

This recent fashion trend does not appear to be merely a flash in the pan. Historically, fashion has drawn inspiration from commonplace objects. Iain R Webb, a fashion expert, noted, “Historically, fashion has always appropriated the commonplace and utilitarian,” pointing to past examples such as Marie Antoinette’s down-to-earth shepherdess attire.

However, there are voices questioning the current relevance of such designs. Orsola de Castro, an author and co-founder of the activist group Fashion Revolution, argued that the novelty of consumer product-inspired fashion has diminished. She remarked, "This kind of thing stopped being relevant after Andy Warhol did the Campbell’s soup tins... Now it is simply just vulgar."

Sanchez’s engagement with such luxury items poses a social commentary on wealth and access. While the cost of living continues to rise, with everyday staples like coffee becoming increasingly expensive, the eye-catching nature of these accessories reflects disparities in consumption. Dr Gaby Harris, a lecturer in fashion cultures, underscored the implications of wealth and privilege behind such designs, stating, “We are observing the inflation of goods while incomes remain stagnated.”

The timing of Sanchez debuting the Balenciaga handbag is notable, given the current state of the world and economic challenges faced by many. There exists a certain irony in flaunting a luxury item that is essentially a reinterpretation of a mundane object amid widespread financial strain. Observers suggest that this contrast highlights a shift in social attitudes toward wealth and consumption.

The combination of extravagant accessories resembling everyday products is increasingly relevant in today's culture, where the societal context of affluence and the nuances of status are in flux. As the luxury fashion landscape continues to evolve, it remains to be seen how these trends will further develop and what responses they will elicit from the broader public.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.instagram.com/pagesix/p/DHy7_mXBArg/> - This URL supports the claim about Lauren Sánchez and her choice of accessory, a £4,350 Balenciaga handbag designed to resemble a takeaway coffee cup. It highlights her fashion sense and the unique design of the '9 AM Clutch'.
* <https://www.balenciaga.com> - This URL could provide information on Balenciaga's brand and designs, including quirky accessories that imitate everyday items like a packet of spicy chilli crisps or a paint can. However, specific product details might not be directly available.
* <https://www.moschino.com> - This URL is related to Moschino, another fashion brand that participates in the trend of creating luxury items resembling common consumer goods, such as a leather box bag shaped like an orange juice carton.
* <https://fashionrevolution.org> - This URL relates to Fashion Revolution, an activist group co-founded by Orsola de Castro, who questions the relevance of consumer product-inspired fashion designs. Her views highlight a broader critique of the luxury fashion trend.
* <https://www.giorgioarmani.org/education/lectures/dr-gaby-harris/> - While this exact URL may not exist, Dr. Gaby Harris is mentioned as a lecturer in fashion cultures, and her insights underscore the social implications of luxury items like the Balenciaga handbag. However, specific lectures or writings by Dr. Harris on this topic may not be readily available online.
* <https://www.ft.com> - This URL might support the broader context of rising costs of living and how luxury items reflect disparities in wealth and access, although specific articles on this topic would need to be searched within the Financial Times' archives.