

Beat: Vips

## HOW LOUIS VUITTON HAS INVENTED HIS OWN CATALOGUE OF ITEMS AND LUXURIOUS LUGGAGES

### THE LV DYNASTY WAS BORN

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**USPA NEWS** - In 1906, a reference catalogue precisely inventories items and luggages from Louis Vuitton. The trunks that would make the House a success were already here. Distinctive elements such as canvas models, locks, ribbons, tufting, etc. The legend Louis Vuitton was born then to become such an empire.

### THE DYNASTY LOUIS VUITTON WAS BORN BY THE ART OF LUXURIOUS & PRACTICAL TRAVEL LUGGAGE

And Aero Restrictive trunks unique uphold the world of transport, uphold the mode of transport ad they derive, exalting the art of travel. The Steamer Bag, was a precursor of hand luggage, also point in that direction. The Keepall, the Speedy, the Noe, and all Marceau all echo the developments of modernity over successive decades. Even today these emblematic bags provide inspiration to creative directors and artists in search of new ideas. Some see in this exhibition a pretext purely commercial or marketing purpose, but the fact remains that the design of the exhibition is incredibly well done and leads the visitor into an "adventure of the Maison Louis Vuitton, from 1854 to aujourd'hui". For those unaware that Louis Vuitton has started alone, following a personal journey leaving the Province to Paris to work at the age of 14. We discover so the progression of inventive ideas of Louis Vuitton to change trunks, become exclusive or "cultissime" for some that belonged to celebrities. From secretaries trunks, high trunk or to the "ideal" trunk, are pure wonders and genuinely modern and surprisingly forward-thinking for the time. The trunk can store everything in, classify, and especially with delicate personal effects in strong, lightweight and waterproof luggage, especially to better preserve the content. It is both practical, innovative and with chic design for its time. Plus, some parts were customised, therefore limited, if not in unique series: the ultimate in luxury. Maison Louis Vuitton had so understood, by the 19th century, the marketers codes, by product differentiation and their model and signature and particularly the logo. At that time the Fashion market, was already very competitive, even if globalization was far from being invented or applied by the force of modern communication between countries. The workshop on site during the visit of the exhibition worth also a detour, to watch live the manufacturer, making by hand the monogrammed, at the exhibit workshop... Only downside that, the question remains about the wallet issued, whether this type of manufacturing "Handmade" and "Made in France" has always been applied to all items of "LV" signs, to justifying the high prices also.

The dynasty that was built over decades has through time from one generation to another, made growing its brand strength of the same establishment logos and signature of the famous "LV". The brand of the prestigious luxury house, is both timeless and charged episodes of history as glorious as less ...

Since 1989, another new owner Bernard Arnault who by buying the French house "Luggage and luxury bags" also intends to pass the baton to son to son ... Thus transmit the elements of a heritage that resists time and globalization, a footprint etched in France. The two families were beaten on the redemption, during a long and difficult negotiation. Twenty eight years later, the exhibition has chosen to focus on the beauty of objects, paying tribute to the founder Louis Vuitton, the paths of his career, his creations by evolving towards excellence until allow him to mount such an empire fashion and the creation of unique "luggage, handbags, luxury trunks". Besides LVMH is not even mentioned there, as if to allow the founder to be central and occupy the total space of this prestigious Fashion House and flagship French.

### Article online:

<https://www.uspa24.com/bericht-7334/how-louis-vuitton-has-invented-his-own-catalogue-of-items-and-luxurious-luggages.html>

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