

EVENTS/CAUSES

Louis Vuitton rounds out World Cup promotions with branded trophy case

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Louis Vuitton case for the FIFA World Cup trophy

By STAFF REPORTS

French apparel and leather goods house Louis Vuitton is paying homage to its heritage as a maker of steamer trunks in an unexpected place.

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Louis Vuitton was commissioned by FIFA to create a leather case for the World Cup trophy that will be presented to the winners of the international football matches in Brazil. As the World Cup winds down, brands are presented with a few more opportunities to be involved in the sporting event that has attracted worldwide attention for months.

Case and carry

To promote its involvement in the awarding of the FIFA World Cup trophy, Louis Vuitton shared an image of Brazilian model Gisele Bündchen. In the image Ms. Bündchen sits next to the trophy and the Louis Vuitton leather case.

Ms. Bündchen will present the winning team the solid 18-carat gold trophy on Sunday, July 13 at Maracana stadium in Rio de Janeiro.



Ms. Bündchen sits with the FIFA World Cup trophy and its Louis Vuitton case

In the social post, Louis Vuitton also included a link to watch a 55-second film which shows the details of the case, the trophy and Ms. Bündchen. Instead of a narrator, the video includes the cheers of a crowd and ends with text that reads “A Louis Vuitton case protects the world’s most sought after trophy. Next stop Rio de Janeiro July 13, 2014.”

Embedded Video: [//www.youtube.com/embed/43q_unEjvPk](http://www.youtube.com/embed/43q_unEjvPk)

Louis Vuitton presents the FIFA World Cup Trophy Case escorted by Gisele Bündchen

The 2014 World Cup marks the second time Louis Vuitton has been commissioned to create the trophy case. Louis Vuitton also created the hand-crafted case for the 2010 World Cup in South Africa.

Adorned with its signature monograms and brass corners and locks, the trophy case was hand-crafted in Louis Vuitton’s Asnières workshop.

According to a statement released by FIFA regarding the case, the association notes that the Asnières workshop makes, on average, 450 special orders a year. Thus FIFA felt that Louis Vuitton was a good fit as it “creates cases to carry its clients’ most treasured belongings.”

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