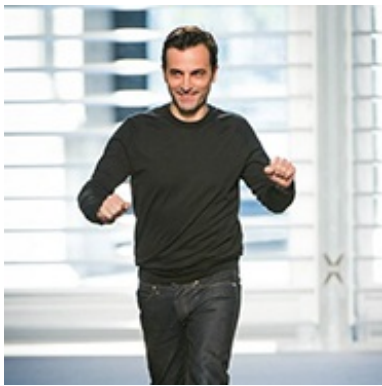


IN-STORE

Louis Vuitton takes over Saks' windows to boost Nicolas Ghesquière

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Nicolas Ghesquière at his first runway show that inspired Saks collaboration

By STAFF REPORTS

French fashion label Louis Vuitton will inhabit all 16 windows of Saks Fifth Avenue's flagship New York store starting Aug. 29 for the extent of New York Fashion Week.

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The windows will showcase pieces from the new creative director Nicolas Ghesquière's first runway show, according to [The New York Times](#). Never before has Louis Vuitton taken over an American retailer's facade on this scale, which will help consumers embrace the brand's aesthetic transition.

Round of applause

According to the Times, Saks Fifth Avenue's new president Marigay McKee, formerly of Harrods, brokered the deal following Mr. Ghesquière's first runway show, offering all the store's windows from the outset.



Louis Vuitton Fall/Winter 2014-2015 collection

The windows will house the inaugural collection and will feature elements from the initial show. For instance, tall aluminum shutters will stand behind the windows pegged with accessories and handbags.



Louis Vuitton Fall/Winter 2014-2015 collection

The shutters will open and close on a regulated schedule at all times except between 2 a.m. and 5 p.m. to reveal a projected model walking across the windows.



Louis Vuitton Fall/Winter 2014-2015 collection

Compared to the spectacle Louis Vuitton runway shows became known for under the creative direction of Marc Jacobs, the first fashion show by Mr. Ghesquière, showed a focus on simplicity.

The set was much quieter, allowing the clothing to be the focus, which also showed a new direction for the label. Because Mr. Ghesquière is only the second designer to interpret the Louis Vuitton brand into apparel, he will help shape the aesthetic of the house's ready-to-wear ([see story](#)).

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