

MOBILE

Louis Vuitton goes mobile to enhance travel guide experience

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Promotional image for Louis Vuitton's City Guide app

By STAFF REPORTS

French leather goods maker Louis Vuitton is complementing its print travel series with a mobile version for on-the-go travelers.

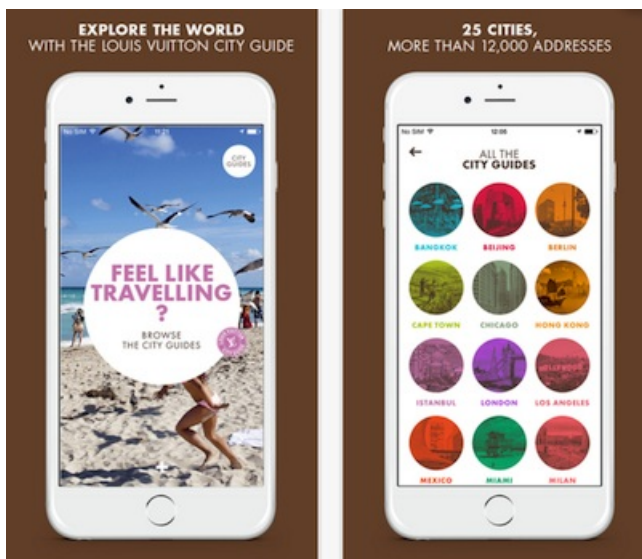
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Available for Apple devices only as of press time, the Louis Vuitton City Guide mobile application takes the content available in the printed version and digitizes it for a better consumer experience while traveling. As with the books, the Louis Vuitton City Guide app covers 25 international cities and includes 12,000 addresses offering recommendations and highlights of a given locale ([see story](#)).

Globetrotting with Louis Vuitton

Promoted on its social channels, Louis Vuitton announced its app alongside its smartphone cases to present a cohesive representation of tech accessories going hand-in-hand with travel. As an added incentive, Louis Vuitton tells consumers that when the app is downloaded the Paris City Guide is offered for free.

Beyond its hometown of Paris, Louis Vuitton offers in-app city guides for Bangkok, Chicago, Mexico City, New York, Rome, Shanghai, Sydney and Venice, just to name a few.



iPhone version of Louis Vuitton's City Guide app

Each city guide, just as with the print edition, offers travelers a number of sections that recommend the expected, such as accommodations, dining, shopping, arts and culture and nightlife. The guides also dig deeper into a city through its "Good Things" section for gourmet delis and organic markets and "Interior Cachet" for quirky antique shops and galleries off the beaten path.

The app also offers 12 "24 Hour" experiences that provides travelers with a full day's interiority, the "Guest" featuring a celebrity or local figure to offer his or her personal version of a destination and curated, self-guided walking tours. Louis Vuitton also offers a breakdown of districts and essentials, such as etiquette, transportation and special events, to lessen the research needed by travelers.

Additionally, the app offers easy to read maps, available offline and a location-aware mode to easily find points of interest. An address book feature also connects travelers quickly and easily.

An interactive element, capitalizing on the popularity of sharing vacation photos on social media, allows the app user to send a postcard that can be personalized using a filter in the "color" of each city.



Louis Vuitton's Paris City Guide

Although the app itself is free, the City Guide for additional cities each have a \$9.99 price tag. Until Dec. 31, the Paris City Guide will be complimentary with every download.

The Louis Vuitton City Guide app can be downloaded from the [Apple App Store](#).