

EVENTS/CAUSES

Louis Vuitton drives sports fans to trunk-focused exhibition

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Louis Vuitton sponsors the America's Cup

By STAFF REPORTS

French leather goods maker Louis Vuitton is linking together soccer, rugby and sailing for a two-day display at the Grand Palais in Paris.

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The short exhibition will run alongside Louis Vuitton's "Volez, Voguez, Voyagez," an installation at the Grand Palais dedicated to the brand's heritage as bespoke luggage and trunk maker. While soccer, rugby and competitive sailing do not immediately bring to mind bespoke trunks, Louis Vuitton is behind the cases designed for these sports' championship trophies.

Winner's circle

On Feb. 6-7, Louis Vuitton plans to share the prestigious trophies of the three sports during the Volez, Voguez, Voyagez exhibition. Louis Vuitton will showcase the 2014 FIFA World Cup Trophy for soccer, World Rugby's Webb Ellis Cup and sailing's America's Cup trophy.

The trophies, given their significance to the sporting world, will be on view in a private room near the main exhibition hall where the trunk-themed exhibition is taking place ([see story](#)).

During the respective championships of the three sports, Louis Vuitton puts itself into the conversation so that consumers are aware of its ongoing partnership.

For example, Louis Vuitton was commissioned by FIFA to create a leather case for the 2014 World Cup trophy presented to the winners of the international football matches in Brazil.

To promote its involvement in the awarding of the FIFA World Cup trophy, the brand shared an image of Brazilian model Gisele Bündchen on social media. In the image Ms. Bündchen sits next to the trophy and the Louis Vuitton leather case ([see story](#)).



Gisele Bündchen with the 2014 FIFA World Cup Winner's Trophy and its case by Louis Vuitton

As for rugby, Louis Vuitton aligned its wares with the sport through a first time collaboration in 2015.

Together with World Rugby, Louis Vuitton created a special project for Rugby World Cup 2015, the highest level in the sport. Louis Vuitton's involvement will place the luxury brand into the conversation surrounding the record-breaking global celebration of rugby and the sport's values ([see story](#)).

Additionally, Louis Vuitton continued its support of the America's Cup yachting race by sponsoring the World Series, Qualifiers and Challenger Playoffs, in addition to presenting the 35th America's Cup Match itself and creating the trophy case.

Louis Vuitton has sponsored the America's Cup since 1983, and over the years it has become an integral element in the prestigious race. Maintaining its dedication to this event allows Louis Vuitton to form long-lasting relationships with yachting enthusiasts around the world ([see story](#)).

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