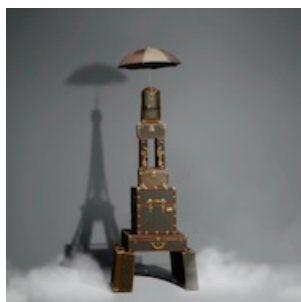


EVENTS/CAUSES

Louis Vuitton takes on Tokyo as retrospective travels globe

April 4, 2016



Promotional image for Louis Vuitton's "Volez, Voguez, Voyagez"

By STAFF REPORTS

French leather goods maker Louis Vuitton is quite literally packing its bags to take its latest retrospective to Tokyo.

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In its original form, the "Volez, Voguez, Voyagez" exhibit was staged in Paris' Grand Palais, tracing Louis Vuitton's steps as a trunk maker. The site of the exhibit itself held a special place in Louis Vuitton's history, as the brand's luggage and bags were showcased there during the Universal Exhibitions in 1900 ([see story](#)).

Tokyo chapter

Volez, Voguez, Voyagez ended in Paris on Feb. 21, and has been transported to Tokyo's Kioicho neighborhood where a bespoke structure has been set-up to house the retrospective.

The bespoke structure for Volez, Voguez, Voyagez is near the brand's first store in Tokyo, opened in 1978.

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After the debut in Paris, the Volez, Voguez, Voyagez Louis Vuitton Exhibition tracing the link between past and present moves to Tokyo. Get all the details now on <http://vuitton.lv/1UW6j5O>

Posted by [Louis Vuitton](#) on [Friday, April 1, 2016](#)

Set to open April 23, the exhibit was curated by Olivier Saillard and retraces Louis Vuitton's journey from 1854 to modern day. To do so, the exhibit uses archival pieces from the Vuitton family as well as those currently working at the house.

The Tokyo adaptation of the exhibit gives Louis Vuitton an opportunity to interact with its Japanese consumers and demonstrate its relationship with the country. Louis Vuitton has maintained ties to Japan since the end of the 19th century, citing the Mon, or family crest, as an inspiration of its iconic Monogram canvas.

Louis Vuitton also has a long list of renowned and affluent Japanese clients and has collaborated on projects with Japanese contemporary artists including Murakami and Kusama.

As with the Paris version, the exhibit is staged in nine chapters to tell of Louis Vuitton's heritage. The Tokyo version

has a tenth chapter, dedicated entirely to its relationship with Japan.

This will include archival trunks specially commissioned by craftsman from Kyoto's Kujoyama.

The free exhibit also features a mobile application that serves as an interactive floor map and audio guide. The app also includes details on the rooms and exhibits and enhances the experience through immersive touch points.



Louis Vuitton's Volez, Voguez, Voyagez app for Tokyo

Christian Dior has similarly created apps to guide consumers through retrospectives.

In 2014 for instance, Dior enhanced the visitor experience through a mobile app designed to accompany its Esprit Dior exhibit in Tokyo.

Beginning in 2013 at Shanghai's Museum of Contemporary Art, the fashion house's exhibit looked at Dior's heritage in relation to art, fashion, society and culture, from Christian Dior founding the house in 1947 to the modern day then under Raf Simons ([see story](#)).

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