

EVENTS/CAUSES

Louis Vuitton takes cruise show to Rio

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Instagram image from Louis Vuitton's Nicolas Ghesquiere

By STAFF REPORTS

French apparel and accessories house Louis Vuitton will stage its cruise 2017 show in Rio de Janeiro, Brazil.

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The show is scheduled for Saturday, May 28 at the Niteri Contemporary Art Museum. The resort season has become a time for destination fashion shows, as brands including Dior and Chanel get away from it all to inspire sartorial wanderlust for the travel-centric collections.

Brazil bound

Previous seasons have taken Louis Vuitton to the Bob Hope estate in Palm Springs, CA and Monaco.

The Niteri Contemporary Art Museum has become a major landmark in the city of Rio since it opened in 1996. It was designed by architect Oscar Niemeyer and took five years to build.

[Niteroi Contemporary Art Museum](#)



Niteri Contemporary Art Museum

An Instagram post from Louis Vuitton explains the choice with the words of creative director Nicholas Ghesquiere. The designer said, "The setting inspired me right away It's about being transported into a relationship where nature, geography and architecture come together."

Rio de Janeiro has been on many consumers' minds as the site of the upcoming 2016 Olympic Games.

Brazil has also been making the news as one of the countries currently dealing with the Zika virus, and epidemic that surprisingly has not deterred the affluent from visiting.

Frequent and wealthy travelers are less likely to change travel plans due to the Zika virus, according to a new report

by Fluent.

Although the Zika virus' symptoms to the infected individual are generally mild, infected women are significantly more likely to miscarry or give birth to a baby with microcephaly, a neurological disorder characterized by an abnormally small head circumference and brain size. The emergence of such a virus will inevitably influence travel plans, the silver lining for hoteliers is that their primary target is less influenced than others ([see story](#)).

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