

TRAVEL AND HOSPITALITY

Louis Vuitton returns to roots for luxury luggage line

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Louis Vuitton's rolling luggage

By STAFF REPORTS

French leather goods maker Louis Vuitton has introduced an innovative range of rolling trunks for the 21st-century traveler.

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Louis Vuitton made its mark as a steamer trunk and luggage manufacturer, a heritage that is often explored by the brand in its advertisements and collections. The luggage collection, "The Spirit of Travel," aligns with Louis Vuitton's travel narrative as this is also the title of its biannual campaign.

Rolling along

On a post shared to Facebook, Louis Vuitton's rolling trunk is shown in the cab of a helicopter overlooking the cityscape of Rio de Janeiro. The photograph was taken by fashion photographer Patrick Demarchelier, who has been the creative behind the lens of Louis Vuitton Spirit of Travel campaigns in the past.

For the creation of the luggage collection, Louis Vuitton worked with industrial designer Marc Newson. Mr. Newson is well-known in the luxury space having designed goods for Montblanc, Jaeger-LeCoultre and Apple Watch.

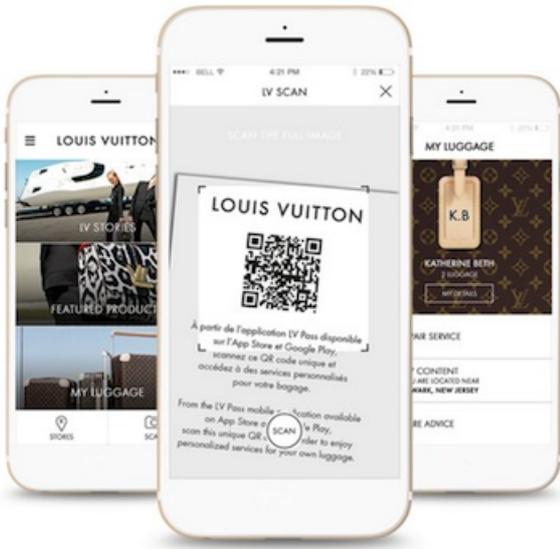
On Louis Vuitton's Web site, Mr. Newson's inspirations are explained via a video interview and a behind-the-scenes gallery of the creative process.

Penned as the "future of luxurious rolling luggage," the trunks are fixed with four wheels for increased mobility. The luggage also has a flat back shell and external handle to make more space inside for the user's belongings.

The luggage is available in two sizes and three material options. Consumers can pick from cabin size or mini cabin size and monogram canvas, monogram eclipse, damier graphite or taiga leather in natural cowhide leather or seven different rainbow hues of epi leather.

Louis Vuitton's cabin size retails for \$3,100, and the mini cabin size can be purchased \$2,600.

When a rolling luggage is purchased from Louis Vuitton, the suitcase can be synced to the brand's LV Pass mobile application for Apple and Android devices.



Louis Vuitton's LV Pass app

Through the app, the user can access additional branded content for Louis Vuitton's print campaigns and initiatives ([see story](#)) as well as services for their luggage. LV Pass app perks include premium repair services, dedicated care advice and personalized content.

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