

APPAREL AND ACCESSORIES

Louis Vuitton unveils new packaging in historic shade

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Louis Vuitton's Safran Imprial packaging

By STAFF REPORTS

France's Louis Vuitton has updated its packaging, changing the color from its iconic brown to a shade of saffron.

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Louis Vuitton's color choice, a bright yellow-hued saffron, has been a part of the leather goods maker's brand heritage for more than 150 years. While consumers have come to recognize and are familiar with the brown packaging, the bright saffron design may be eye-catching enough to impact sales.

From luggage to shopping totes

Previously, Louis Vuitton's gift boxes and totes were a shade of chocolate brown. Louis Vuitton decided to replace this design with a brighter shade dubbed "Safran Imprial."

Louis Vuitton made the switch after the color was noticed during its "Volez, Voguez, Voyagez" exhibition. Originally staged at Paris' Grand Palais, Louis Vuitton's exhibition examined the brand's history as a luggage and steam trunk manufacturer ([see story](#)).

Safran Imprial was seen in many of its heritage pieces on display and appeared early in the brand's history.

For example, the shade was used for Louis Vuitton's "Citron" automotive trunk. This specific trunk was made for Citron's expedition to Africa in 1924.



Louis Vuitton's 1924 trunk for automaker Citron

Louis Vuitton's Safran Imprial packaging is completed with a blue ribbons and handles. The addition of the blue

offsets the vibrancy of the saffron for a contemporary and timeless design.

For the sides and interior of its new packaging, Louis Vuitton selected a lighter tone, meant to resemble the natural cowhide leather used by the brand.

As for the construction of the packaging, Louis Vuitton's new boxes and totes are of a stronger material and are made to fit within luggage, keeping the brand's spirit top of mind. Louis Vuitton also opted for the use of raw cotton and a collapsible design as a further commitment to sustainability.

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