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Louis Vuitton takes supernatural approach for Printemps takeover

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Rendering of Louis Vuitton's window display for Printemps

By STAFF REPORTS

French fashion house Louis Vuitton is popping up at department store chain Printemps' Parisian flagship for a futuristic look at its collections.

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Launched Aug. 27, Louis Vuitton Loves Printemps features a window takeover highlights pieces from Louis Vuitton's fall/winter 2016 runway show and an in-store display decked out in a surreal landscape. More than a platform for fashion, Louis Vuitton's pop-up highlights the brand's first fragrance collection, introducing the line to Printemps' audience in an experiential setting.

Out of this world

Louis Vuitton's windows depict an extraterrestrial canyon under a starry sky. Adding a touch of the supernatural, the brand's collection appears to float in the panel.

Inside Printemps' Boulevard Haussmann store, the atrium will be transformed with futuristic reliefs and dune-like structures.



Rendering of Louis Vuitton Loves Printemps pop-up

Here, consumers can explore Louis Vuitton's first fragrance collection in 70 years ([see story](#)).

Les Parfums Louis Vuitton is a seven-fragrance collection that includes Rose des Vents, Matire Noire, Mille Deuz, Apogee, Turbulences, Dans la Peau and Contre Moi. The scent profiles range from floral to oud and leathers, with Contre Moi's notes yet to be announced ([see story](#)).



Les Parfums Louis Vuitton

Louis Vuitton's pop-up and a range of exclusive merchandise will be available at Printemps until Oct. 22.

Printemps' atrium has been the chosen venue for a number of brand launches, as brands look to benefit from foot traffic to raise awareness.

Most recently, the atrium was host to Swiss watchmaker Omega, which flaunted its role in the upcoming Olympic Games through a takeover.

For Omega Loves Printemps, the brand looked back on its 27-year relationship with the global sporting competition, sharing footage of key moments and demonstrating how its precision timekeeping has helped determine winners. Allowing fans to experience the Olympics even when not in Rio de Janeiro, Brazil the temporary display was up through the run of the games ([see story](#)).