

APPAREL AND ACCESSORIES

Louis Vuitton celebrates simple joys via dedicated gifting collection

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Pocket mirror from Louis Vuitton's gifting collection

By STAFF REPORTS

French fashion label Louis Vuitton is taking a whimsical approach to marking occasions or showing affection with a new present range.

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In its boutiques from January, the 30-piece collection crafted in the brand's atelier is being touted by the brand as a "land of surprises." Creating a separation between gifts and the rest of Louis Vuitton's collection will help to make its present ideas feel more special, whether they are being given to a loved one or self-gifted.

Playful presents

Louis Vuitton's gifting collection pays homage to the joys of writing, decorating and gaming. Included within the range are pencil holders lined in the house's monogram canvas, nesting boxes embellished with the monogram's flower, valet trays covered in travel motifs and branded dice and card decks.



Louis Vuitton's gifting collection

In a short film, Louis Vuitton captures the playful vibe of this line. A miniature delivery truck in the brand's golden color zooms along a winding road filled with larger-than-life pencils, playing card houses, mousepads and yo-yos, dodging a stray pair of dice that cross its path.

Eventually, the vehicle drives into the distance past a lane of notebooks.

The Louis Vuitton Gifting Collection

The collection that launched at the brand's boutiques at the start of this year will see additions for new occasions throughout the year.

When pondering what to get a recipient, gift givers may struggle to make a decision. Having a specific curated selection can help to ease the giving process.

French crystal-maker Baccarat looked to reach time-strapped holiday shoppers in New York's West Village with a pop-up shop of gift-ready items.

The brand's first-ever temporary outpost opened Nov. 1 at 371 Bleecker Street, selling grab-and-go gift ideas from tableware to jewelry. This pop-up increased Baccarat's retail footprint in New York, establishing a downtown presence for the brand during the important holiday season ([see story](#)).

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