

HOME FURNISHINGS

Louis Vuitton displays heritage alongside modernity in Paris showcase

May 11, 2017

L'Art de Vivre a la Francaise will be held at Louis Vuitton's Avenue Montaigne boutique

By STAFF REPORTS

French leather goods house Louis Vuitton is turning its Avenue Montaigne boutique in Paris into a cabinet of curiosities.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

From May 19 through June 5, Louis Vuitton will host "L'Art de Vivre la Franaise," or "The Art of French Living" in English, to celebrate the savoir-faire of its brand and its ongoing spirit of innovation. Brands often use their network of boutiques to share brand heritage, a tactic that can help spur interest and justify prices among discerning consumers.

French know-how

During L'Art de Vivre la Franaise, Louis Vuitton will display a collection of trunks, rigid luggage and handbags.

Many of the items on view will be heritage pieces, while others will be drawn from Louis Vuitton's new Objets Nomades.

Louis Vuitton debuted the 10-piece additions to the travel-inspired homeware collection at the 2017 Salone del Mobile design fair in Milan April 4-9. Objets Nomades's new pieces include a desk chair, hammock, swing chair and foldable stool ([see story](#)).



Louis Vuitton's 2017 Objets Nomades collection of home furnishings

Designers such as Patricia Urquiola, India Mahdavid and the Campana brothers worked with Louis Vuitton to design the 2017 Objets Nomades collection. The series is now in its fifth year.

L'Art de Vivre la Franaise will mark the first time Objets Nomades is displayed in France.

By including heritage pieces alongside its most latest collection of wares, Louis Vuitton's L'Art de Vivre la Franaise will bring visitors through 160 years of its history.

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.