

APPAREL AND ACCESSORIES

## Louis Vuitton brings its spirit of travel to South Korea

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*Louis Vuitton's Volez Voguez Voyagez has traveled to Paris, Tokyo and Seoul*

By STAFF REPORTS

French leather goods house Louis Vuitton is embracing its traveler heritage to bring its "Volez Voguez Voyagez" exhibit to Seoul, South Korea.

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Described as a 161-year voyage, Louis Vuitton's Volez Voguez Voyagez retrospective opened in 2015 at Paris' Grand Palais, a special site for the brand as it displayed its bags and luggage there during the Universal Exhibitions in 1900. The title of the exhibition translates to "Fly, Sail, Travel" to celebrate Louis Vuitton's tradition of trunk making that dates back to 1854.

Volez Voguez Voyagez layover

Now a traveling exhibit dedicated to Louis Vuitton's spirit of travel, Volez Voguez Voyagez is curated by Olivier Saillard.

The exhibit's story is told throughout nine chapters, designed by Volez Voguez Voyagez's artistic director Robert Carsen. This starts with an antique malle from 1906, a design modern enough to carry the brand through its more than 150-year history.

Throughout, Louis Vuitton makes the connection between old and new, focusing on how modern pieces took inspiration from antiques and also highlighting the people behind the brand throughout its history.

Since its original opening in Paris, Louis Vuitton's Volez Voguez Voyagez has traveled to Tokyo.

The Tokyo adaptation of the exhibit gave Louis Vuitton an opportunity to interact with its Japanese consumers and demonstrate its relationship with the country. Louis Vuitton has maintained ties to Japan since the end of the 19th century, citing the Mon, or family crest, as an inspiration of its iconic Monogram canvas ([see story](#)).

Now, Louis Vuitton is packing its bags and headed to Seoul, South Korea to stage the exhibit.



*Poster for Louis Vuitton's Volez Voguez Voyagez exhibit in Seoul, South Korea*

From June 8 through August 27, consumers in South Korea can view the free Volez Voguez Voyagez exhibit at the Dongdaemun Design Plaza.

Similar to its stop in Tokyo, Louis Vuitton has added a chapter to the exhibit devoted to South Korea.

South Korea is a popular destination for luxury branded heritage exhibits.

For example, nearly two years after its London debut, French couture house Chanel is taking its "Mademoiselle Privé" exhibit to Seoul, South Korea.

Originally showcased in 2015 at London's Saatchi Gallery, the public exhibit explores the spirit of brand founder Gabrielle Chanel and current creative director Karl Lagerfeld. Taking this exhibit on the road allows Chanel to share this particular story with a larger, global audience ([see story](#)).