

APPAREL AND ACCESSORIES

## Louis Vuitton serves up savoir-faire in custom cases

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*Louis Vuitton's cases for the 2017 Roland-Garros French Open. Image credit Roland-Garros French Open*

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By STAFF REPORTS

French leather goods house Louis Vuitton is showcasing its made-to-order capabilities with a pair of trophy trunks for the Roland-Garros French Open.

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For the tennis tournament, the house handcrafted cases for the two trophies that will be awarded to the male and female winners at the competition's end on June 11. Louis Vuitton has previously aligned with other sporting events to communicate its craftsmanship to an athletically minded audience.

### Sporting event

Louis Vuitton's trunks feature the brand's signature monogrammed canvas in brown and tan. The cases feature the label's brass corners and locks.

Mimicking the color palette of the court, the trunks were embellished with white painted Vs on the outside and open to a terra cotta interior, referencing the clay surface with its white boundaries.

Created at the brand's workshops in Asnieres, France, the cases will protect the Suzanne-Lenglen Cup and the Musketeers' Cup, creations of jeweler Maison Mellerio that are awarded to the women's and men's tournament winners, respectively.

Before the finals, artist Vik Muniz, who created the poster for this year's tournament, will add his touch to the cases.



*Vik Muniz's finishing touch. Image credit: Louis Vuitton*

"Louis Vuitton has always supported the greatest explorers and pioneers on their travels, including Roland Garros and Suzanne Lenglen themselves," said Michael Burke, chairman/CEO of Louis Vuitton, in a statement. "Combining elegance and innovation, Louis Vuitton has constantly reinvented travel, just like Roland Garros did for aviation and Suzanne Lenglen for tennis.

"After taking the most prestigious trophies in the world of football, rugby and sailing to the four corners of the globe, we are extremely proud to be playing a part in 2017's Roland-Garros tournament," he said. "It is an honor to design these bespoke cases that will transport and protect two famous international tennis trophies."

Louis Vuitton has created a number of trophy cases over the years, including the 2014 FIFA World Cup ([see story](#)).

Recently, the brand linked together soccer, rugby and sailing for a two-day display at the Grand Palais in Paris.

The short exhibition ran alongside Louis Vuitton's "Volez, Voguez, Voyagez," an installation at the Grand Palais dedicated to the brand's heritage as bespoke luggage and trunk maker. While soccer, rugby and competitive sailing do not immediately bring to mind bespoke trunks, Louis Vuitton is behind the cases designed for these sports' championship trophies ([see story](#)).