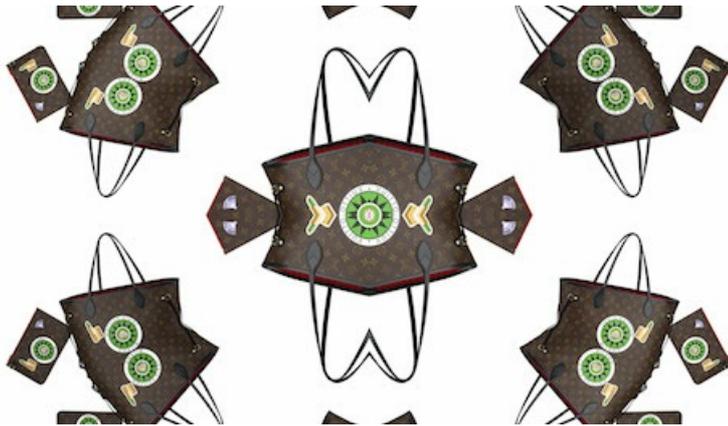


APPAREL AND ACCESSORIES

Louis Vuitton brings traveling spirit to customization collection

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My LV World Tour collection. Image credit: Louis Vuitton

By STAFF REPORTS

French fashion house Louis Vuitton is updating a time-honored tradition for today's consumers through a new personalization service.

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The My LV World Tour collection takes inspiration from consumers' habits of sticking destination stickers on its trunks, enabling shoppers to customize leather goods with patches depicting global cities. With individuality a desired trait among modern consumers ([see story](#)), customization services help create something that is unique to them.

Making it personal

A promotional film to launch My LV World Tour blends the old and the new. The kaleidoscopic imagery shows handbags and the inspirations for the patches swirling around the frame.

As if scrolling on a touchscreen device, fingers flick through patch options and drag their choices onto tote bags. With touches of the surreal, walking pandas and unicorns also make an appearance.

Some of the hyperrealist paintings turned into patches depict Miami's flamingoes, the Statue of Liberty and travel insignia such as a vintage red car. Vintage travel stickers have also been given the patch treatment.

Make It Yours : Louis Vuitton's new personalization service

Louis Vuitton's personalization service is available at all of its store locations.

Additions such as patches are a highly scalable way to offer shoppers customization.

For instance, British accessories label Anya Hindmarch is launching its own concept customization space at department store Barneys New York's Madison Avenue location as well as online.

The space will allow customers to create and customize an Anya Hindmarch handbag style in the store or through a digital platform. The move is an extension of Anya Hindmarch's long-standing love of adding pins, patches, stickers and other accessories to its bags by letting customers choose and apply their own custom options to a bag in-store

(see story).

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