

MEDIA/PUBLISHING

## Louis Vuitton expands publishing arm with artistic travel books

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Louis Vuitton's travel books take readers to a variety of locations around the world. Image credit: Louis Vuitton

By DANNY PARISI

French fashion house Louis Vuitton is launching a new series of travel guides created in partnership with artists, who each put their own spin on a specific destination.

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Introducing the series, Louis Vuitton created a short film featuring the artist Esad Ribic, who collaborated with the brand on one of the books. Louis Vuitton's video chronicles Mr. Ribic as he travels through Hawaii and illustrates the various sights for the new book.

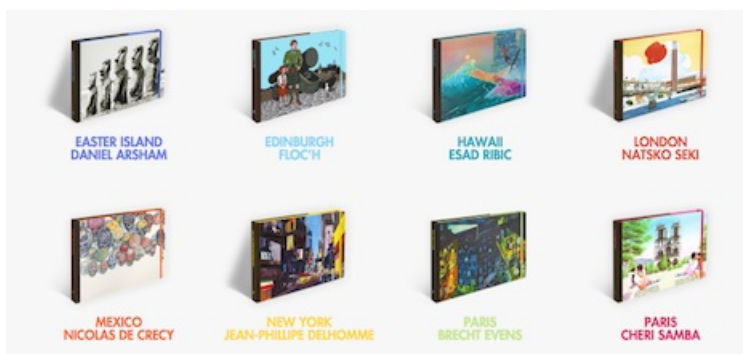
Art and travel

Louis Vuitton's travel collection is a large series of books themed around different travel destinations.

The books are a combination of art book, graphic novel and travelogue, chronicling a different artist's trip to each place and how they capture that place through their art and design.

"Hawaii" by artist Esad Ribic is the latest addition to the collection.

Mr. Ribic's background is in comic book art and is heavily inspired by the bold tones of Franco-Belgian comics.



Louis Vuitton's travel books cover a variety of areas. Image credit: Louis Vuitton

Mr. Ribí has applied this style to Hawaii as he depicts the scenery and locales of Hawaii in the latest addition to Louis Vuitton's travel books. In addition to the landscape, each book also gives insight and artistic treatment to the local people and culture.

Like every book in the collection, Hawaii contains not just the art but also the writing of Mr. Ribí, chronicling his thoughts and feelings on the location and the subjects of his art along with their images.

To promote this new addition, Louis Vuitton has released a short film following Mr. Ribí on his journey, comparing the sights he saw with his interpretations of them in his art.

Outside of Hawaii, the travel book collection has books depicting Edinburgh, London, Easter Island, Venice, multiple books on Paris and Vietnam, along with a few others.

The artists involved range from the respected and established to the new and promising, giving readers a diverse range of art styles and destinations to choose from.

For each new book in the series, Louis Vuitton will be selling a limited number of signed and numbered copies in select Louis Vuitton stores.

#### Publishing exploration

More luxury brands are beginning to turn to publishing as a way of celebrating the brand itself, thanks to the increasing standing of luxury brands as institutions outside of just their products.

For example, Jaguar is paying tribute to seven decades with a book tribute.

As the brand gears up for its 70th anniversary celebration in 2018, a new book titled "Icon" delves into the automaker's Series and Defender 4x4 models. While the Defender is no longer a part of the Land Rover line up, the model holds a significant place in the brand's history as its original vehicle ([see story](#)).

#### *Louis Vuitton's Travel Book Collection*

The travel book film comes just a few weeks after Louis Vuitton successfully blocked a number of Amazon sellers it alleges were selling counterfeit goods bearing its trademarks.

As part of a lawsuit against the sellers, Louis Vuitton requested a preliminary injunction against the stores on the marketplace. According to WWD, a federal judge has granted this request, putting a freeze on about 30 sellers' businesses ([see story](#)).

With the release of Hawaii, Louis Vuitton is continuing to expand its publishing arm and moving outward beyond traditional apparel and accessories.