

APPAREL AND ACCESSORIES

## Louis Vuitton's fall/winter collection takes cues from streetwear

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*Louis Vuitton's new collection is inspired by streetwear brands such as Supreme. Image credit: Louis Vuitton*

By DANNY PARISI

French fashion house Louis Vuitton is debuting a fall/winter 2017 campaign that includes a streetwear-inspired aesthetic and hip-hop-tinged short film.

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Louis Vuitton's campaign puts the collection first and foremost, with little artifice or concept beyond a showcase of the clothing and the models. The clothes themselves are clearly modeled after the growing popularity of streetwear, with sneakers, caps and a monochromatic color scheme anchoring the collection.

### Streetwear-inspired

Louis Vuitton is a legacy brand, being founded in 1854. But one of the reasons it has stayed so prominent is the brand's ability to change with the times and smartly latch onto trends in just the right moment.

Right now, one of the largest trends in fashion is the rise of streetwear, apparel that takes inspiration from hip-hop and urban culture.

Some of the biggest brands in streetwear include Supreme, Bathing Ape and Kith. Their clothes are associated with hoodies, baseball caps, sneakers, distressed and modified denim and other pieces inspired by youth movements.



*Louis Vuitton sneakers. Image credit: Louis Vuitton*

Louis Vuitton's fall/winter 2017 men's collection is clearly an homage to streetwear, taking inspiration from the styles, materials and silhouettes of the streetwear lifestyle.

For example, in the short film accompanying the collection, a model is shown wearing boldly graphic T-shirts with loose fit, slim jeans, high-cut canvas sneakers, a vest and a beret-like hat with large text reading "PARIS TOKYO."

These elements, from the shapes to the monochromatic color scheme to the large bold text are all elements taken directly from streetwear.

Additionally, the video mimics the no-nonsense approach of much streetwear marketing, focusing mainly on the clothes and the music and without some of the posturing or attempts at a vague narrative that might be seen in more traditional luxury fashion films.

To the streets

The relationship between Louis Vuitton and the world of streetwear is a complex one and has only recently turned positive.

While Louis Vuitton is beloved among many streetwear enthusiasts, the same could not be said in reverse just a short time ago. The brand once sued top streetwear brand Supreme for allegedly copying one of its patterns.

In less than two decades, Louis Vuitton has gone from taking legal action against Supreme for allegedly using a

pattern that resembled its logo to designing a menswear collection alongside the label. For Louis Vuitton, this collection offers an opportunity to tap into a new audience as well as reigniting passion for the brand among the streetwear subculture ([see story](#)).



*From the fall/winter 2017 collection. Image credit: Louis Vuitton*

This is especially important given the popularity of streetwear in China, an area where Louis Vuitton has made efforts to expand its coverage.

Louis Vuitton is making it easier for Chinese shoppers to purchase its wares at home with the launch of a China-dedicated ecommerce site.

Louis Vuitton launched [louisvuitton.cn](#) on July 20, making China the LVMH flagship brand's 11th ecommerce market since its French site debuted in 2005. Localization is an important factor for brands looking to capitalize on new markets due to cultural differences ([see story](#)).

The brand's recent efforts along with the streetwear-inspired looks of its new collection show that Louis Vuitton is embracing streetwear as a legitimate force in the fashion world today.