

APPAREL AND ACCESSORIES

Louis Vuitton spreads geographic focus in Brazil via pop-ups

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Louis Vuitton's pop-ups feature the cutout design of the Cocoon chair. Image credit: Louis Vuitton

By STAFF REPORTS

French apparel and accessories label Louis Vuitton is temporarily expanding its retail presence in Brazil through two concurrent pop-ups.

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The brand has opened ephemeral boutiques in two of the country's malls located in different states, spreading out its geographic store footprint beyond its seven existing boutiques and its ecommerce site. While Brazilian luxury growth has cooled in recent years, Louis Vuitton's pop-up events show its continued dedication to the emerging market.

Brazil bound

One of Louis Vuitton's pop-ups is located in the RioMar shopping center in Recife, the capital city of Pernambuco, a state in the northeastern part of Brazil.

The second temporary boutique is housed in the Gois estate to the southwest of Pernambuco. This store in the city of Goiniais is housed within the mall Flamboyant.

Louis Vuitton's temporary stores, up from August through December, will sell a selection of leather goods, accessories and shoes.



Louis Vuitton pop-up in Brazil. Image credit: Louis Vuitton

The label took inspiration from Brazilian colors for the layout of its pop-ups, which feature bright reds and greens.

Louis Vuitton also references the Cocoon, a suspended chair featuring abstract cutouts created by the Campana Brothers for the brand in honor of Design Miami in 2016, in the spaces. Walls are similarly cut out with designs.

These pop-ups will also mark the first time that Louis Vuitton presents the Bomboca sofa in Brazil. This design, also created by the Campana Brothers, is part of the brand's Objets Nomades collection.

The entire world is currently faced with an uncertain economy, but Brazil has been hit especially hard in recent years, according to a 2016 report by Boston Consulting Group.

Brazilian consumers, still seen as a promising growth market for luxury brands, are feeling more anxious about the future and are taking steps to cut back on consumption. Predicting the impact and duration of a stilted economy is difficult, leaving brands in a tough position as they consider whether to pull out or maintain a strong presence ([see story](#)).

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