

APPAREL AND ACCESSORIES

## Louis Vuitton creates art with its handbags in latest rollout

October 13, 2017



*Louis Vuitton puts masterpieces on its handbags*

By BRIELLE JAEKEL

French apparel and accessories house Louis Vuitton is launching its second collection of handbags that bring a literal meaning to the notion of art and luxury.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

A second installment of the accessories marker's collaboration with artist Jeff Koons has been released that features a series of handbags designed with the imprint of famous paintings. Louis Vuitton's unique interpretation of art is a beautiful take on the closely related art and luxury world, but the previous launch of the first leg of the campaign remained largely unnoticed by press and consumers.

"The press and the crowd plainly got it wrong on this one," said Paul Farkas, cofounder of Athleisure Mag and UGRO Ugly Romper. "This is top art on top bags, not tired souvenir shapes and drab feels.

"Just think, Koons has it so right, it brings a street art show to everyone along each fashionista's journey," he said.

"Strangers all along the street get to smile, reflect and yes, be envious.

"And to all of those critics that erred first round - c'mon a quick short animating the masters to Vince Staples 'Party People' is an enjoyable nod to spark people in the shopping spirit and add things on the to-do lit to flaunt it about town."

Art and luxury

Louis Vuitton first merged the worlds of fashion and art in the collection that takes inspiration from some of the most recognizable paintings back in April.



*Louis Vuitton's collaboration with Jeff Koons*

Artist Mr. Koons translated his series of "Gazing Ball" artworks, which gives a new perspective on masterworks, into a capsule of handbags, scarves and accessories for the fashion label. Aligning with art is one way for brands to add value and novelty to their designs, turning garments and accessories into collector's items ([see more](#)).

However, when the collection first launched many media brands and social media users commented on the bags as something more of novelty and gift shop souvenir-like item.

Six months later, the second tier of the collection has been launched with bags designed after works from Claude Monet, Paul Gauguin, douard Manet, Nicolas Poussin, J.M.W. Turner and Franois Boucher.

Louis Vuitton's dedicated Web page for the collection features a luxury take on the digital space, with interactive paintings that move and capture the eye, instead of stagnant images that users will scroll past.



*Jeff Koons for Louis Vuitton*

However, more attention grabbing is the campaign's film in which classic paintings come to life and dance to modern music.

Louis Vuitton marketing

Louis Vuitton also recently named American actress Emma Stone its latest brand ambassador.

According to the brand, this appointment builds on the existing friendship between Ms. Stone and Louis Vuitton's creative director Nicolas Ghesquire. While a number of her peers have inked endorsement deals with luxury houses, such as Jennifer Lawrence's Dior contract, this marks Ms. Stone's first foray into being the face of a high-fashion label ([see more](#)).

"It makes sense for the LV x JK collab to be a phased roll-out," Mr. Farkas said. "The masters have strong respective identities, so it is a lot for consumers to digest as it is.

"Also, it gives time to convert loyalist hold-outs by building anticipation, instills a new round of must-haves and lengthens a strong content marketing lifecycle," he said.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.