

MEDIA/PUBLISHING

Louis Vuitton travels globe in fashion photography book series

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Louis Vuitton has added 5 titles to its Fashion Eye series. Image credit: Louis Vuitton

By STAFF REPORTS

French leather goods brand Louis Vuitton is putting a fashionable twist to its travel-themed efforts.

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Louis Vuitton has been synonymous with the spirit of travel since 1854, and has designed much of its product offerings and communications around traveling. Notably, Louis Vuitton produces a range of travel guides, in print and mobile application forms, that share hidden gems and must-sees in a variety of global destinations ([see story](#)).

Photo atlas

Louis Vuitton's latest publishing project, a collection of five photography books merges its fashion and travel passions.

In each edition of Fashion Eye, a photographer's work in a particular city is explored.

For example, one book explores the Monte Carlo through the lens of photographer Helmut Newton. Mr. Newton relocated to Monte Carlo from Paris in 1981, living in the principality until his death in 2004.



Louis Vuitton Fashion Eye: Monte Carlo Helmut Newton. Image credit: Louis Vuitton

New York is captured by Saul Leiter in the 1950s and Berlin by German native Peter Lindbergh. Fashion Eye also includes a book featuring photos of British Columbia, taken over 13 ski seasons, by Slve Sundsb and Morocco by Vincent Van de Wijngaard, who first visited the country on assignment for Swiss airline KLM's in-flight magazine.

The latest Fashion Eye books following the debut batch featuring fashion photography by Guy Bourdin, Jeanloup Sieff, Wing Shya, Kourtney Roy and Henry Clarke.

As with the new tomes, each book in the previous series highlights a city, region or country through photography. The first collection, published in 2016 includes a Fashion Eye dedicated to Paris, California, India, Miami and Shanghai.

Introducing Fashion Eye, a collection of Travel Books by Louis Vuitton

Individual Fashion Eye tomes retail for \$62, with the first 4-book collection available as a \$515 bundle.

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