

APPAREL AND ACCESSORIES

Louis Vuitton brings island vibes to traveling pop-up series

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Louis Vuitton spring/summer 2018 has island vibes. Image credit: Louis Vuitton

By STAFF REPORTS

French leather goods maker Louis Vuitton is hitting the road to celebrate the second-to-last menswear collection designed by Kim Jones.

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On Jan. 17, Mr. Jones and Louis Vuitton announced that the designer would be stepping down as men's artistic director after seven years at the LVMH flagship brand. Mr. Jones' final fall 2018 collection for Louis Vuitton was presented at Paris Fashion Week the following day on Jan. 18, his final day at the brand ([see story](#)).

Island hopping

During his years at Louis Vuitton, Mr. Jones designed "ultra-luxurious" collections with understated cool and sly functionality. Mr. Jones is also the creative behind a number of Louis Vuitton's most-successful and high-profile collections including its Supreme capsule ([see story](#)).

Louis Vuitton's spring/summer 2018 collection was meant to be a take on "luxurious island hopping" with sporty pieces.

For Mr. Jones' spring/summer 2018 collection, Louis Vuitton will be hitting the road to share the pieces with brand enthusiasts at exclusive pop-ups. Each temporary shop's display area will have a tropical ambiance to connect point of sale with the collection.



A look from Kim Jones' spring/summer 2018 collection for Louis Vuitton. Image credit: Louis Vuitton

Starting Jan. 10, a retro Volkswagen van began traveling the United States to promote the collection and pop-up series. Adorned with branded bumper stickers, the van's first stop was at Louis Vuitton's Miami Design District boutique until Jan. 22.

Since Jan. 26, Louis Vuitton has stepped up its tropical oasis of menswear at its Rodeo Drive boutique in Beverly Hills, CA. The pop-up will be held through Feb. 5.

The next location will be announced in due course.

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