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## Louis Vuitton appoints Virgil Abloh as men's artistic director

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*Teaser image of Kim Jones' farewell Louis Vuitton collection for fall/winter 2018. Image credit: Louis Vuitton*

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By STAFF REPORTS

French fashion house Louis Vuitton has placed Off-White founder Virgil Abloh at the helm of its menswear.

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Mr. Abloh will join Louis Vuitton effective immediately and will show his first collection for the label in June during Men's Fashion Week in Paris. Known for his streetwear aesthetic, Mr. Abloh has collaborated with a number of luxury brands in the past, allowing them to meet consumer demand for more casual attire.

### Virgil Abloh for Vuitton

Mr. Abloh attended the University of Wisconsin Madison for civil engineering. He later enrolled in a masters program in architecture at the Illinois Institute of Technology.

In 2012, the designer founded Off-White c/o Virgil Abloh as an art project. It then grew into a fashion line in 2013 with seasonal collections for men and women.

Off-White has been showing during Paris Fashion Week since 2015. The same year, Mr. Abloh was a finalist for the LVMH Prize for his Off-White work.



*Virgil Abloh. Image courtesy of LVMH, photo by Fabien Montique*

In addition to his fashion line, Mr. Abloh also serves as the creative director for Kanye West, helping him coordinate everything from music videos to album covers and merchandise design.

As a buzzy figure in fashion today, Mr. Abloh had also been rumored as a possibility to fill the creative director position at fellow LVMH house Givenchy left vacant by Riccardo Tisci's departure ([see story](#)).

"Having followed with great interest Virgil's ascent since he worked with me at Fendi in 2006, I am thrilled to see how his innate creativity and disruptive approach have made him so relevant, not just in the world of fashion but in popular culture today," said Michael Burke, chairman and CEO of Louis Vuitton, in a statement. "His sensibility towards luxury and savoir-faire will be instrumental in taking Louis Vuitton's menswear into the future."

Mr. Abloh succeeds Kim Jones, who was named the artistic director for Dior Homme on March 19 ([see story](#)).

"It is an honor for me to accept the position of men's artistic director for Louis Vuitton," Mr. Abloh said in a statement. "I find the heritage and creative integrity of the house are key inspirations and will look to reference them both while drawing parallels to modern times."