

APPAREL AND ACCESSORIES

Louis Vuitton adds tracking tech to luggage line

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The Louis Vuitton Echo is available for Horizon luggage. Image credit: Louis Vuitton

By STAFF REPORTS

French fashion house Louis Vuitton is giving consumers peace of mind as they travel the globe with the launch of a luggage tracker.

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The Louis Vuitton Echo device is available for the brand's Horizon collection, allowing owners to keep tabs on their checked belongings as they fly through major airports. Louis Vuitton's connected luggage is an example of the Internet of Things (IoT) being used for asset tracking, a use case that is expected to grow in the coming years.

Keeping track

Louis Vuitton's Echo uses technology from IoT service provider Sigfox. The device leverages Sigfox's Monarch service, which removes the typical geographic constraints of IoT devices.

Whereas most IoT devices are made and operated locally, Monarch adapts to local frequencies in other locations, allowing for more seamless connectivity.

The Echo is available as an accessory for Louis Vuitton's Horizon 50, 55 and 70 models. The device can be clipped into a pocket in the suitcase, and has a battery that can last up to six months.

This device integrates with the LV Pass application. When consumers who have the Echo attached to their bag land, they will receive a notification on their smartphone or Tambour Horizon smartwatch that their luggage has arrived.



Louis Vuitton's Pass application. Image credit: Louis Vuitton

In addition to Louis Vuitton, other luxury brands have also rolled out tracking features for luggage.

For instance, French leather goods maker Lancel is safeguarding consumers' belongings through RFID technology included in its Explorer luggage collection.

Lancel's Explorer collection features 30 lightweight pieces such as four-wheel rolling suitcases to weekenders and garment cases, all of which are fit with a geolocation device to keep track of a bag's location. Lost luggage complicates travel and can be frustrating for consumers who must trust hotel or airport baggage handlers without much control over the situation ([see story](#)).

Fashion and technology are two seemingly disparate fields that are increasingly converging, leading to the creation of innovative garments that serve functional purposes.

According to Fashionbi's "[Innovation In Fashion-Tech Products](#)" report, the Fourth Industrial Revolution is ushering in new technologies that can be applied to fashion design and production to meet consumer demand for connectivity. While tech-infused fashion has not yet seen widespread implementation, some early adopters show the potential of smart apparel and accessories ([see story](#)).

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