

ARTS AND ENTERTAINMENT

Louis Vuitton head of menswear invites guests into his workplace

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Virgil Abloh. Image credit: LVMH, photo by Fabien Montique

By STAFF REPORTS

French fashion house Louis Vuitton's head of menswear Virgil Abloh is working with online retailer Ssense and label Off-White for a look inside his work process.

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A new exhibit, "Cutting Room Floor," recreates Mr. Abloh's workspace within Ssense's ground level in Montreal. The event, taking place on July 2, is comprised of real items taken from the artistic director's home office.

Exhibiting the process

Louis Vuitton's menswear creative director is giving attendees a look at his inner workings with a collection of items strewn about his workplace at home.

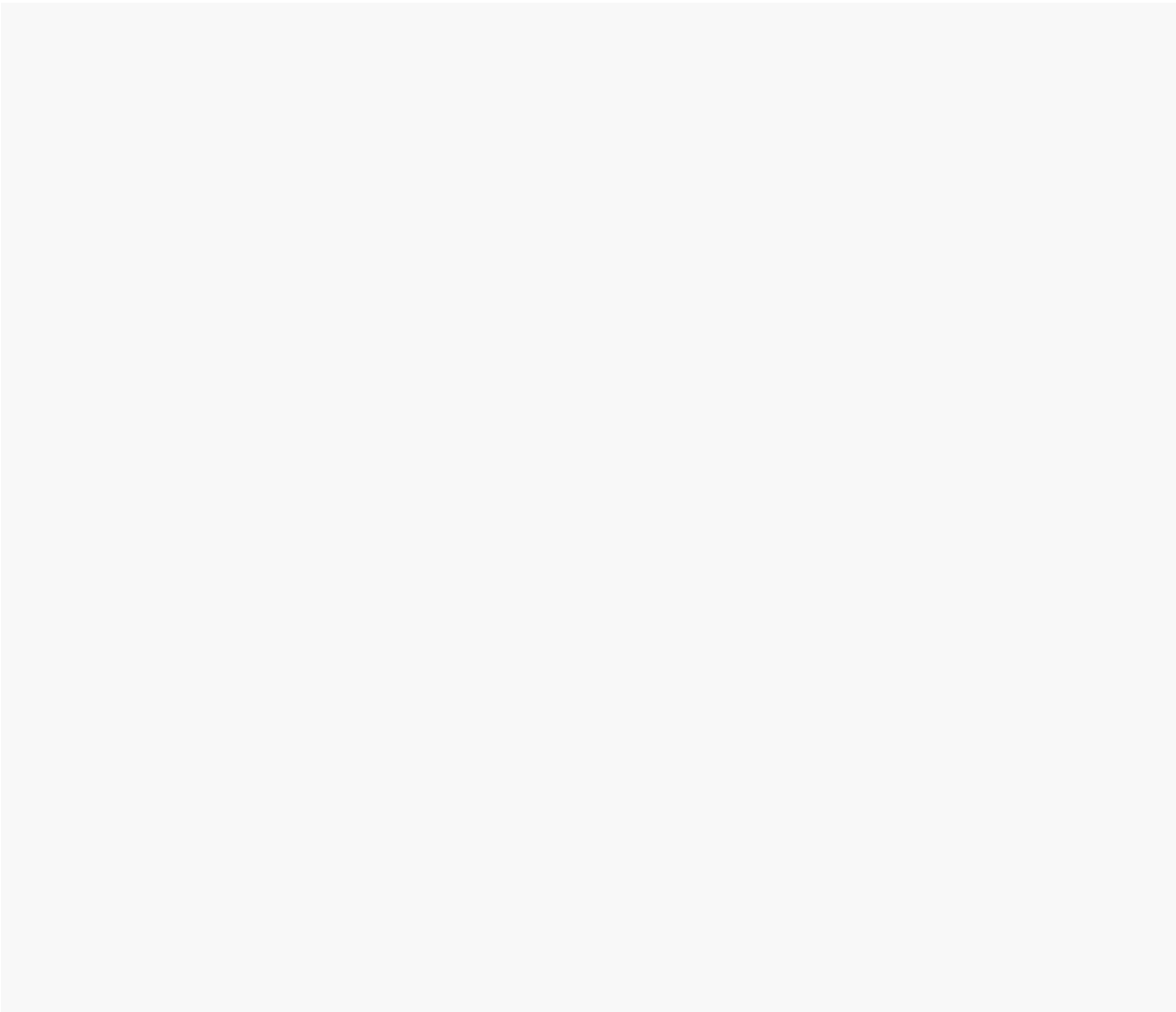
The exhibit features a variety of these objects that Ssense claims range from the banal to the remarkable.

For instance, shoeboxes, a green crayon and a deodorant stick are featured along with notes, sketches and other artifacts related to Mr. Abloh's work.

These items are being reproduced as well in the form of branded limited-edition items, available for purchase through Ssense's online platform and at the exhibit.

In addition to these objects, an exclusive T-shirt and poster are also available for purchase.

The exhibit will be open on July 2 from 2 p.m. to 8 p.m., where Mr. Abloh will be present.



@virgilabloh will be at @ssensemontreal July 2 for the opening of his exhibition "CUTTING ROOM FLOOR". Join us from 28 PM at 418 Rue Saint-Sulpice.

A post shared by SSENSE (@ssense) on Jun 18, 2018 at 5:03pm PDT

Mr. Alboh is proving to be a buzz-worthy aspect of the Louis Vuitton brand.

The brand garnered \$2 million in earned media value over five days after naming Mr. Abloh the new head of its menswear collections.

According to data from Tribe Dynamics that looked at the top 10 luxury labels in earned media value this March, Louis Vuitton's appointment boosted the brand's ranking by one spot as the announcement spurred content creation. In total, Louis Vuitton saw \$29 million in EMV throughout March, coming in fifth in the report ([see story](#)).

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