

APPAREL AND ACCESSORIES

Louis Vuitton fetes photography festival via travel guide

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Louis Vuitton has launched its first seasonal City Guide. Image credit: Rencontres d'Arles

By STAFF REPORTS

French fashion label Louis Vuitton is debuting the first seasonal edition in its City Guide series in honor of the Rencontres d'Arles photography fair.

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The Arles guidebook features 150 places to visit in the French city, as well as a feature on the festival's 30 exhibitors. With travel a central code of Louis Vuitton, the brand often exhibits its tourism savvy through publishing.

Arles addresses

The Louis Vuitton City Guide series today numbers 30 books, which cover key destinations such as New York, Paris and Tokyo. Recently launched titles delve into the United States' cross-country Route 66 and Prague.

Louis Vuitton's latest edition centers on Arles. The brand invited independent authors to share their suggestions on addresses to visit.

Local designer Christian Lacroix is among the tastemakers, offering a tour of his home city to readers.

The brand also worked with the Rencontres d'Arles organizers to feature highlights of the festival's 49th edition.

Louis Vuitton is selling physical copies of the Arles guide in bookstores. Consumers can also download a free digital version in English or French in the App store.



Louis Vuitton's pop-up bookstore. Image credit: LVMH

During the Rencontres d'Arles, Louis Vuitton is hosting a pop-up bookstore at wine bar and deli Le Buste et l'Oreille. This ephemeral store will host events including signings with authors and artists.

The Rencontres d'Arles runs until Sept. 2.

Last year, Louis Vuitton is putting a fashionable twist to its travel-themed efforts.

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](#)).

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