

APPAREL AND ACCESSORIES

Louis Vuitton drops Virgil Abloh's first collection in pop-up shop

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Virgil Abloh launches first collection with Louis Vuitton. Image credit: Louis Vuitton

By STAFF REPORTS

After building a frenzied hype to its launch, French fashion house Louis Vuitton has finally dropped its first collection with Virgil Abloh at the helm.

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For the first time, the new designer's looks are available in a London pop-up shop that is based on Mr. Abloh's specific style. With a Wizard of Oz theme, Louis Vuitton puts a modern twist on the classic story.

Designing debut

A 2,000-square-foot townhouse located on Bruton Street in London features images of poppy seeds and wild forests to show off the apparel line.

Guests were able to purchase tickets for the pop-up via a dedicated portion of Louis Vuitton's Web site. Visitation is only available via appointment booking.

Opening on Oct. 19, the pop-up will feature items for purchase until Oct. 25. Items available are from its Spring/Summer 2019 menswear designs.

The pop-up design itself is meant to reflect the inspiration Mr. Abloh had when creating the apparel designs.

[View this post on Instagram](#)

The #LVMenSS19 pop-up space in London, celebrating the first Collection for #LouisVuitton by @VirgilAbloh. Book your visit from today until October 25th via link in bio. TEC Music by @desire_megan

A post shared by Louis Vuitton Official (@louisvuitton) on Oct 22, 2018 at 6:06am PDT

To celebrate, special celebrity guests Idris Elba, Rami Malek, Rita Ora and Frank Ocean were at its first opening.

The French fashion house's menswear creative director continued to create buzz for the label, with the designer's debut show helping to boost the brand's media mentions in June.

Louis Vuitton was the only luxury brand in Tribe Dynamics' earned media value rankings to achieve month-over-month growth, with its organic placement rising 39 percent from May to June. Indicative of interest in Mr. Abloh, the designer's own label Off-White has recently made it into the top 10 list, with the conversations surrounding it more than doubling over the past year ([see story](#)).

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