

APPAREL AND ACCESSORIES

## Louis Vuitton, Grace Coddington celebrate love of fashion and animals

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Louis Vuitton opens pop-up for Grace Coddington capsule collab. Image credit: Louis Vuitton

By STAFF REPORTS

French apparel and accessories label Louis Vuitton is working with fashion expert Grace Coddington on a limited-edition collection featuring special icons.

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Ms. Coddington got her start as a model and now currently acts as creative director at large for *Vogue* magazine. The collaborative collection is the latest partnership for Louis Vuitton and will preview in select stores within pop-up shops.

Louis Vuitton collaborations

Starting on Oct. 26, Louis Vuitton's capsule collection pre-launched at pop-ups in New York and California, at locations such as the Meatpacking district, SoHo, Fifth Avenue, Rodeo Drive and South Coast Plaza.

The line includes emblems and designs of Ms. Coddington's beloved Persian cats named Pumpkin and Blanket, as well as Louis Vuitton creative director Nicolas Ghesquire's dog, Lon.

In addition, Louis Vuitton's pattern is featured with an orange hue to represent the magazine editor's iconic hair color.

[View this post on Instagram](#)

Attention animal lovers. A pop-up store in New York is now open through November 12th for the #LouisVuitton x Grace Coddington #LVCruise collaboration. More info via link in bio.

A post shared by Louis Vuitton Official (@louisvuitton) on Oct 27, 2018 at 8:02am PDT

### *Instagram post from Louis Vuitton*

"Throughout the collection, creative charm is married with the exacting craftsmanship of the Louis Vuitton ateliers: handbags are lined with signed, mouse-printed canvas and every luggage tag meticulously edge-dyed," said the brand in a statement. "New Classics, such as the Petite Malle or the City Steamer, along with iconic bags like the Speedy and the Neverfull are given a fresh twist."

These pop-ups come as Louis Vuitton is rolling out another series of ephemeral stores.

After building a frenzied hype to its launch, Louis Vuitton also dropped its first collection with Virgil Abloh at the helm through a pop-up shop.

For the first time, the new designer's looks were 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 ([see story](#)).

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