

APPAREL AND ACCESSORIES

Louis Vuitton brings luggage legacy to print

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Luggage illustration from Louis Vuitton's upcoming release. Image credit: Louis Vuitton

By SARAH RAMIREZ

French fashion house Louis Vuitton, with its longstanding reputation as a luggage manufacturer, is sharing this heritage through another durable good: an illustrated book.

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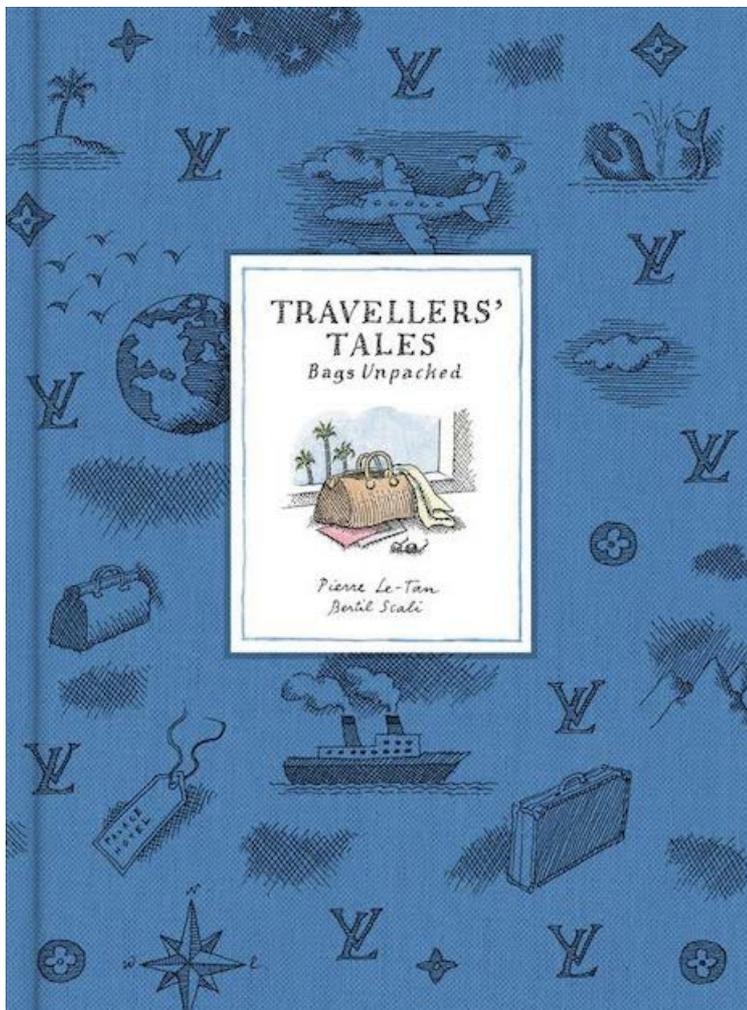
Louis Vuitton has often tied its travel-themed efforts to print products, including its City Guide collection. In a world inundated by digital advertising, published books offer a long-lasting method for luxury brands to share their story.

"Books potentially target the current fans of the brand, reinforcing the mystique and collectible quality of the products they create," said Raul Rios, vice president of strategy at [Walton Isaacson](#), Los Angeles. "Louis Vuitton's 'Travellers' Tales' skillfully aligns the brand with major figures in literature, fashion, exploration, and entertainment, all carefully weaving and haloing strong attributes together into a rich tapestry of what it means to be Louis Vuitton."

Travel reading

"Traveller's Tales: Bags Unpacked" features the stories of 50 famous travelers, including author Ernest Hemingway, artist Henri Matisse and fashion icon Karl Lagerfeld. Set to be published in April 2019, the book was written by French journalist Bertil Scali with portraits by Pierre Le-Tan.

Each essay is accompanied with illustrations and shares intimate details about the travelers and their iconic Louis Vuitton luggage. For instance, it is revealed that actress Greta Garbo had a custom trunk to store her 70 pairs of Ferragamo shoes.



Cover of Louis Vuitton's Travellers' Tales

The book's blue canvas cover features sketches of suitcases, luggage tags, compasses and the Louis Vuitton logo, among other doodles.

To tease the book, Louis Vuitton also released a short animated film.

The film flips through the hardcover and illustrates how the drawings came together. Voiceovers stacked on one another read lines from the essays, capturing the experience of reading.

Louis Vuitton's book trailer makes the illustrations come to life

Sounds of typewriter keys, pages turning and pencil scratches add to the handcrafted feel of the film. More subtly mixed in are sounds from the different scenes described in the video, such as the wind or a swinging metal hangers in Mr. Hemingway's suite at the Paris Ritz.

Other travelers featured in the book trailer include aviation pioneer Jackie Cochran, magician Harry Houdini and actress Sharon Stone.

"The narrative brings to life the not only the history of Louis Vuitton, but also its point of view on adventure, style, and design," Mr. Rios said. "The film's uniqueness really comes through in its reflection on the essence of craftsmanship in the service of the journey."

Print legacies

Luxury brands often turn to print publishing as a way to share their heritage in a more tangible manner.

Hospitality chain Four Seasons Hotels and Resorts is translating its on-property experience to art through a publishing partnership with Ignasi Monreal.

Published by Assouline, "Four Seasons: The Art of Hospitality" features digital paintings that depict the brand's service and people. While Four Seasons has been working to tell its stories through digital, sharing these experiences through print allows for tactile and more long-form storytelling ([see story](#)).

Assouline also partnered with U.S. jeweler Tiffany & Co. to give fans a chance to bring its iconic window displays

home with them in a new book.

The windows of Tiffany's famous flagship store in New York will be filling the pages of a new book. Priced at \$845 a copy, the limited-edition "Windows at Tiffany and Co." is in and of itself a luxury piece ([see story](#)).

This summer, Louis Vuitton debuted its first seasonal edition in its City Guide series in honor of the Rencontres d'Arles photography fair.

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 ([see story](#)).

"Luxurious books provide an excellent opportunity for luxury brands to build out their brand personality, values, and history into a strong visual and written narrative," Mr. Rios said. "Books establish luxury brands as tastemakers who honor and delve into their past, forging identities that align them with high art.

"In an age where brands can maneuver at the speed of a social media post, beautifully-crafted books hold stronger gravitas and authority in a short attention span world."

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