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## Louis Vuitton lifts off at Printemps

March 15, 2019



*Louis Vuitton's pop-up at Printemps. Image credit: Printemps*

By STAFF REPORTS

French fashion house Louis Vuitton is ushering in spring at Printemps with a pop-up decorated in hot air balloons and butterflies.

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The temporary Louis Vuitton Loves Printemps display centers on accessories, retailing scarves and leather goods. Pop-up partnerships enable brands to gain the attention and footfall from department store clientele, while allowing retailers to offer something different to customers.

Floating in

Louis Vuitton's pop-up opened on March 15, and it will run through May 5. Louis Vuitton has outfitted the environment in themes that reflect its collection, including butterflies and flowers.

The brand will be selling an exclusive colorway of its shawl in monogram orange and blue tie-dye. It will also preview new leather goods, such as the City Steamer, the Capucines and the New Wave camera bag.

For the duration of the pop-up, the space will host activations each Thursday. These will include temporary tattoos, a photo booth, metal engraving and wreath workshops.



*Louis Vuitton's pop-up at Printemps. Image credit: Printemps*

Louis Vuitton has previously turned to Printemps for collection launches.

In 2016, the LVMH-owned house popped up at department store chain Printemps' Parisian flagship for a futuristic look at its collections.

The prior Louis Vuitton Loves Printemps featured a window takeover that highlighted pieces from Louis Vuitton's fall/winter 2016 runway show and an in-store display decked out in a surreal landscape. More than a platform for fashion, Louis Vuitton's pop-up highlighted the brand's first fragrance collection, introducing the line to Printemps' audience in an experiential setting ([see story](#)).

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