

APPAREL AND ACCESSORIES

Louis Vuitton reopens historical landmark with cruise collection show

April 1, 2019



TWA Flight Center will host Louis Vuitton's cruise collection show. Image credit: Louis Vuitton

By STAFF REPORTS

French fashion label Louis Vuitton is bringing its next cruise collection to New York, with a unique but fitting location.

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On May 8, Louis Vuitton will showcase its collection in the newly renovated Trans World Flight Center at John F. Kennedy Airport before it is open to the public. After being closed in 2001, the historical landmark with a striking architectural structure is reopening following the show as a hotel.

Cruising and flying

The TWA Flight Center is known for its iconic wing-shaped roof, built in 1962 as the terminal for Trans World Airlines.

During the 1990s, the airline had financial trouble and sold all of its remaining assets to American Airlines, with the terminal closing October 2001. The National Parks Service placed the building on the National Register of Historic Places in 2005.

This spring, the building will be relaunched as an on-location hotel for travelers of the JFK airport.

Louis Vuitton announced that the site will be the location for its cruise collection show via Instagram, citing creative director Nicolas Ghesquire for choosing the building. He is often known for picking unique architectural buildings for his shows.

"The Eero Saarinen-designed masterpiece of midcentury modern architecture has been closed for almost two decades and will be reopening after the Louis Vuitton show as the new TWA Hotel," said the brand in a statement.

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From the dawn of the Jet Age to today. @NicolasGhesquiere has chosen the iconic TWA Flight Center at New York's JFK Airport as the location for his next #LVCruise show taking place on May 8th, 2019. The Eero Saarinen-designed masterpiece of midcentury modern architecture has been closed for almost two decades and will be reopening after the #LouisVuitton show as the new TWA Hotel.

A post shared by Louis Vuitton Official (@louisvuitton) on Apr 1, 2019 at 5:30am PDT

Louis Vuitton's announcement

The French fashion label has been leveraging exciting new and unique endeavors such as this to capture attention. Recently Louis Vuitton also used a new form of influencer relationship to cater to a younger generation, as experiential leanings become more important to brands.

Model Karlie Kloss was the special guest at Louis Vuitton's runway show during Paris Fashion Week, alongside 17-year old YouTube influencer Emma Chamberlain. The label is extending its relationships with the influencers through a series of content following the show, in the hopes of catering to millennials as well as Gen Z consumers ([see story](#)).

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