

APPAREL AND ACCESSORIES

## Louis Vuitton's Virgil Abloh takes animated, virtual voyage with Message in a Bottle spring-summer 2021 collection

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*The story of the new collection by Louis Vuitton men's artistic director Virgil Abloh is recounted in an animated film in which characters arrive in Paris during Fashion Week. Image courtesy of Louis Vuitton*

By LUXURY DAILY NEWS SERVICE

Virgil Abloh, men's artistic director at French fashion label Louis Vuitton, is rethinking the runway, replacing the traditional show with gradual digital reveals of the collection through the rest of the year.

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The story of the new collection is disclosed in an animated film called "The Adventures of Zoooom with Friends" in which characters arrive in Paris during Fashion Week. The cartoon-inspired crew explores the streets of the French capital, Louis Vuitton ateliers in Asnieres and the brand's headquarters on rue du Pont Neuf.

"The childlike style illustrates Virgil Abloh's desire to picture the world through the eyes of a child, innocent and unspoiled by prejudice," LVMH said in a statement.

After sharing their joie de vivre, the characters leave Paris aboard a barge sailing down the Seine river.

Far from the end of the story, **this voyage** announces the beginning of the men's spring-summer 2021 collection conceived by Mr. Abloh.

To forge connections across places and cultures, Louis will host a series of events through the end of 2020 to present the U.S. designer's latest creations.

After Paris, the characters in the film will disembark Aug. 6 in Shanghai for a presentation of the collection before heading to Tokyo for the next chapter in the adventure.

In terms of product, sustainability is central to this season thanks to upcycling initiatives: using surplus materials from previous collections, or reusing previous ideas and pieces.

Mr. Abloh's goal "is to transcend the notion of seasonality in fashion and the ways in which clothes are produced. Previous collections no longer go out of fashion after a few months but unify into canons that are reinterpreted and revisited season after season, without sacrificing creativity."

*The Adventures of Zoooom with Friends by Virgil Abloh for Men's Spring-Summer 2021/Louis Vuitton*

The film

In lieu of the traditional fashion show format, the men's artistic director has instead imagined a virtual and literal voyage across the world to present his new collection, "Message in a Bottle." Starting at Louis Vuitton's ancestral home in Asnieres, outside of Paris, the film follows movers packing up shipping containers and loading them onto a barge, that then sails down the Seine River and beyond Paris. Aboard, a colorful crew of animated characters called "Zoooom with friends" is hiding as stowaways, as a nod to Mr. Abloh's ongoing theme of boyhood present in all of his Louis Vuitton collections.

Director: Virgil Abloh

Director of animation: Reggie Know

Music: Musical score composed, arranged, performed and produced by The SA-RA Creative Partners (Taz Arnold, Shafiq Husayn and Om'Mas Keith)

Featuring: Stephen "Thundercat" Bruner, Terrace Martin and Kamasi Washington

Musical direction: Benji B. and Virgil Abloh

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