

APPAREL AND ACCESSORIES

Louis Vuitton launches NBA capsule collection

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Louis Vuitton x NBA spring/summer 2021 collection. Image credit: Louis Vuitton

By LUXURY DAILY NEWS SERVICE

French fashion label Louis Vuitton has collaborated with the National Basketball Association for its spring/summer 2021 menswear capsule collection.

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Under the creative direction of Virgil Abloh, the collection was inspired by the exchange between French craftsmanship and American sports. The collaboration marks Louis Vuitton's first and only partnership thus far with a North American sports league.

"This collection celebrates the cultural contribution of basketball and its diverse characters, and the idea of relatability as a force of unity," Mr. Abloh said in a statement.

Louis Vuitton x NBA

In January, the French fashion house confirmed its partnership with the NBA with the championship "Trophy" trunk designed by Louis Vuitton, complete with brass rivets and royal blue lining ([see story](#)).

Since then, creative director Virgil Abloh has created a line of ready-to-wear and collector accessories in collaboration with the American basketball organization.

The collection has three distinguishing codes intrinsic to the life of a basketball player: travel, arrival at matches and press conferences.



The LV x NBA collection is now available for purchase. Image credit: Louis Vuitton

The NBA's visual identity is matched with Louis Vuitton motifs such as the iconic monogram, where the basketball player's emblem is transformed into an all-over houndstooth on a shirt, pants or suit jacket.

The collection adapts the designer's codes with the iconography of the basketball universe and honors the values of relatability and inclusion key to Virgil Abloh's vision at Louis Vuitton.

The Louis Vuitton x NBA collection features more than 40 products including apparel, bags, jewelry and shoes and is now available for purchase.

In August, Louis Vuitton debuted a campaign promoting social shoppable menswear in a surreal dream-like setting, a signature of Virgil Abloh. The Instagram campaign for the men's fall/winter 2020 collection was set in the clouds and imagined an optimistic future with ruffled men's coats and cummerbunds ([see story](#)).

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