

APPAREL AND ACCESSORIES

Louis Vuitton marks World AIDS Day with red LV sneakers

December 1, 2020



The sale of the red sneakers supports HIV/AIDS research. Image credit: Louis Vuitton

By LUXURY DAILY NEWS SERVICE

France's **Louis Vuitton** is supporting the quest to end AIDS with the unveiling of red LV trainers on World AIDS Day.

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Proceeds from the sale of the sneakers will be donated to the fund to fight AIDS, which is supported by RED, the AIDS nonprofit organization founded by the Irish singer Bono and philanthropist Bobby Shriver. For each pair of sneakers sold, \$200 will be donated to RED.

LV shows philanthropic side

First presented during men's artistic director Virgil Abloh's debut spring/summer 2019 collection, the LV trainer is now a staple for the brand.

Dubbed Louis Vuitton 1 (RED), the new red sneakers are nearly identical to the classic ones first introduced by Mr. Abloh.

Nostalgic for basketball days of yore, the sneakers are available in white leather with red piping. The iconic LV monogram features prominently and each pair is accompanied by a luggage tag that commemorates Louis Vuitton's roots as a travel and luggage company.

As of Dec. 1, the sneakers are sold in select Louis Vuitton stores around the globe.

Thus far, RED and its partners have generated more than \$650 million for the global fund to provide HIV and AIDS grants in Ghana, Kenya, Lesotho, Rwanda and Zambia as well as to help support other causes.



A scented candle marked Louis Vuitton's first partnership with RED. Image credit: Louis Vuitton

Louis Vuitton first embarked on a partnership with RED last year by offering the organization proceeds from the sale of a scented white candle in a red box.

Under the creative direction of Mr. Abloh, Louis Vuitton has embraced sportswear and even gone so far as to launch a collaboration with the National Basketball Association for its spring/summer 2021 menswear capsule collection.

In recent months, Mr. Abloh has created a line of ready-to-wear and collector accessories in partnership with the American basketball organization.

The Louis Vuitton x NBA collection makes up more than 40 products including apparel, bags, jewelry and shoes and is now available for purchase ([see story](#)).

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