

APPAREL AND ACCESSORIES

## Louis Vuitton showcases US arrival of men's spring/summer 2021 collection in Miami

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Louis Vuitton will mark its North American debut with a temporary residence in Miami. Image credit: Louis Vuitton

By LUXURY DAILY NEWS SERVICE

France's **Louis Vuitton** is marking the North American debut of its men's spring/summer 2021 collection by rolling it out in a display of pageantry at a Miami pop-up installation.

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As part of an international tour, the line, which is spearheaded by men's artistic director Virgil Abloh, will feature temporarily in Miami Design District's Jungle Plaza through Jan. 25. The collection showcases new looks made from "recycled materials" and looks repeated from the fall/winter 2020 collection.

Miami is one stop on the tour

The display marks the first chance North Americans will have to catch sight of Mr. Abloh's spring/summer 2021, which is being described by Louis Vuitton as an upcycling experiment.

It is a combination of "new looks made from recycled materials, looks repeated from the fall 2020 collection, looks freely created by the studio during the lockdown and new looks created from existing ideas," according to a statement from Louis Vuitton. The pop-up is open by appointment only in the afternoon and evenings.

Visitors will also be able to lay eyes on other special collections such as LVxNBA, the brand's debut menswear capsule collection with the National Basketball Association.

As part of the exhibit, Mr. Abloh will relocate the brand's colorful collection of balloon figures to Miami. The inspiration for these is partly inspired by "The Adventures of Zoooom," a short film debuting earlier in the year to introduce the spring/summer collection during digital fashion week in Paris ([see story](#)).

*Mr. Abloh shows his taste for the surreal in "The Adventures of Zoooom"*

The footage of the film highlighted the collection's international tour, which includes stops in Shanghai and Tokyo. It showed the animated characters making their way from Paris to other spots around the world via shipping containers.

This month, as the show calls Miami home temporarily, the characters take the form of life-size balloons.

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