

APPAREL AND ACCESSORIES

Louis Vuitton updates iconic monogram in artistic collaboration

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LVXUF relaxed-fit parka with LVXUF shawl. Image credit: Louis Vuitton

By LUXURY DAILY NEWS SERVICE

French fashion house Louis Vuitton has teamed up with renowned Swiss contemporary artist Urs Fischer to completely reimagine the brand's iconic monogram for the first time in over a century.

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In an all-encompassing, collaborative collection that highlights the artist's playful creative vision, the new monogram is the key decorative motif, featured in every piece of the collection. The campaign for the collaboration features a series of whimsical, animated characters created by the artist.

"Given the Louis Vuitton Monogram's ubiquitous status, I chose to hand-draw it in a really spontaneous way, almost like sketching it from memory," said Mr. Fischer, in a statement.

Icon reimaged

One of the few artists to refashion the brand's iconic pattern completely since its creation, Mr. Fischer reinterpreted the Monogram's flowers and LV initials in new hand-drawn enlarged and distorted versions that he calls memory sketches.'

The new monogram, which comes in black-and-white and black and red, is embossed on a collection of leather goods, shoes and sporty ready-to-wear apparel. The collection is now available online and in select Louis Vuitton stores.

Marking his second collaboration with Louis Vuitton after an Artycapucines bag in 2019 ([see story](#)), Mr. Fischer devised a complete visual universe for the brand with window displays, in-store installations and digital content to illustrate the scale and ambition of the collaboration.

Louis Vuitton x Urs Fischer campaign video

The Louis Vuitton x Urs Fischer collection is a large-scale showcase for the artist's creative world and the latest chapter in Louis Vuitton's commitment to the arts.

The French brand celebrated its long-term and evolving journey of creative innovation through its sponsorship of the

Costume Institute's 2020 exhibition at New York's Metropolitan Museum of Art. The "About Time: Fashion and Duration" exhibition explores fashion's link to the concept of time, revealing how fashion has both acted as a mirror of the times and shifted notions of identity over the past 150 years ([see story](#)).

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