

APPAREL AND ACCESSORIES

## Louis Vuitton launches Coussin, Rendez-Vous bags

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*Rendez-vous bag Black MNG Metal in calfskin. Image courtesy of Louis Vuitton*

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By LUXURY DAILY NEWS SERVICE

French fashion brand Louis Vuitton has pre-launched the Coussin and Rendez-Vous bags from its spring/summer 2021 collection.

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Inspired by elegance and simplicity, both styles allow consumers stylistic freedom with removable straps. Louis Vuitton will officially launch the bags worldwide by the end of the month.

### New classics

The Rendez-Vous bag was inspired by private diaries, featuring three compartments protected by a flap and clasp. The lock centered on the exterior of the bag has been directly inherited from the brand's master trunk-maker.

An engraved chain adds a stylish accent and may be removed to offer multiple carry options: cross-body, over the shoulder or hand-held. The bag comes in black, camel or red, aiming to express the subtle charm of refinement.

The Coussin bag ranges from \$3,550-\$3,990.



*Coussin bag PMsilver in monogram embossed lambskin. Image courtesy of Louis Vuitton*

The Coussin is the latest addition to the SS21 collection, inspired by creative director Nicolas Ghesquiere's reflections on the space between femininity and masculinity.

The design of the bag aims to combine elegance and personality, whether worn crossbody, over the shoulder or held under the arm, providing more stylistic freedom.

Made from lambskin, the Coussin includes multiple quilted interior compartments, and ranges from metallic tones to radical shades. The bag includes a removable chain with a geometric design.

The Rendez-Vous bag ranges from \$3,800-\$4,750. Both styles are also offered in Crocodilien Mat Alligator, and those will be retailed between \$31,500-\$36,000.

To promote this season's Capucines bags, Louis Vuitton released a contemplative film campaign featuring Chinese-American actress and newest brand ambassador Liu Yifei. Named after the brand's first store, which opened in 1854 on rue Neuve-des-Capucines, the bag is one of Louis Vuitton's staple products, and is reinvented every season ([see story](#)).

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