

APPAREL AND ACCESSORIES

Louis Vuitton debuts new menswear collection featuring BTS

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South Korean pop band BTS wore pieces from the collection at an art space outside of Seoul for Virgil Abloh's latest show. Image credit: Louis Vuitton

By LUXURY DAILY NEWS SERVICE

French fashion house Louis Vuitton and men's creative director Virgil Abloh have tapped Korean pop icons and house ambassadors BTS to present the menswear fall/winter 2021 collection in Seoul.

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The fashion show took place at Bucheon Art Bunker B39, an industrial building that was preserved and refurbished in 2018 to become an art and culture space. Featuring unfinished walls and high ceilings, the five-story building hosts a 39-meter tall bunker, where Mr. Abloh's latest creation was unveiled.

Behind-the-scenes

Throughout the collection, garments, accessories, motifs and techniques play on themes of illusion replicating the familiar through the deceptive lenses of trompe l'oeil and filtrage, according to the brand.

Aiming to redefine how the human mind identifies archetypical wardrobes which are tied to societal presumptions, the collection attempts to re-appropriate the normal through extreme elevation.

BTS have been brand ambassadors for Louis Vuitton for nearly 4 months

Louis Vuitton announced South Korean band BTS as the brand's ambassadors in April.

BTS, an acronym of Bangtan Sonyeondan or "Beyond the Scene," is a Grammy-nominated K-Pop group that has launched to success since its debut in 2013. Its seven members include: RM, Jin, SUGA, j-hope, Jimin, V and Jung Kook.

With multi-platinum singles and albums, the band is one of the most influential groups in pop culture.

The partnership with Louis Vuitton, which came at an opportune time when the South Korea Ministry of Trade, Industry and Energy was seeing its greatest retail growth in two years, aims to merge luxury and contemporary culture, adding a modern chapter to the house ([see story](#)).

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