

APPAREL AND ACCESSORIES

## Louis Vuitton debuts ecommerce in Mexico in Latin American push

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*Online shoppers can pick up their orders at the Louis Vuitton flagship store in Mexico City. Image credit: Louis Vuitton*

By LUXURY DAILY NEWS SERVICE

French fashion house Louis Vuitton is furthering its reach in Latin America with a new ecommerce site and boutique.

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With its new ecommerce store in Mexico, the French fashion house is hoping to benefit from an increased presence in the second-largest economy in Latin America. Louis Vuitton has also opened its first bricks-and-mortar store in Peru, joining other luxury brands with physical presences in the South American country.

Push in Peru and beyond

Earlier this month, Louis Vuitton opened its new store in Peru. Located in the capital city of Lima, the store features women's and men's apparel and accessories, footwear and handbags.

Other luxury brands found in Jockey Plaza Mall, Peru's largest shopping mall, include Salvatore Ferragamo, Carolina Herrera, Montblanc and Swarovski.



*The new Louis Vuitton store in Lima, Peru. Image credit: Louis Vuitton*

Elsewhere in Latin America, Louis Vuitton has stores in Chile, Colombia, Argentina and Brazil. Its Mexico City store will be offering expanded fulfillment options through the new Mexican ecommerce site.

Online shoppers in Mexico can purchase ready-to-wear for men and women, leather goods, footwear, jewelry and fragrances. The fashion house will be offering personalized services such as "hot stamping," special engravings or initials, or specific designs.

Louis Vuitton will also offer free delivery or in-store pickup through its click-and-collect option, including pick up services at its Mexico City flagship.

Last month, the BrandZ 2021 Most Valuable Global Brands report cited Louis Vuitton as the luxury sector's fastest rising brand, a reflection of the effectiveness of heritage craft offerings, innovation and high-profile collaborations with artists and institutions, including the NBA ([see story](#)).

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