

JEWELRY

Louis Vuitton's new high jewelry line lauds founder's spirit

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Le Mythe is part of the Brava high jewelry collection. Image credit: Louis Vuitton

By KATIE TAMOLA

French fashion label Louis Vuitton is honoring the 200th anniversary of its founder's birthday with a cinematic new effort and high jewelry collection.

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A short film follows brand ambassador and actress Alicia Vikander as she embarks on a journey through a forest and large estate. As she fashions the commemorative Bravery high jewelry collection, Ms. Vikander's journey in the film is reminiscent of that of the label's founder.

"When you think about what it took for Mr. Louis Vuitton to leave his home to travel by foot to Paris and the journey of mastering his craft as a master trunk maker, I think that naming this collection Bravery acknowledges his commitment to his passion while also pushing into the unknown," said Kimmie Smith, cofounder and creative director of [Athleisure Mag](#), New York.

"Ultimately, he would lend his voice to luxury goods that would begin with travel and continue into fashion, accessories and lifestyle," she said. "The ability for him to do this without a roadmap or to see the fruition of the impact of his work 200 years later showcases his legacy and how it continues to be reflected throughout its diverse assortment."

Bravery

The founder of the eponymous fashion label Louis Vuitton was born on Aug. 4, 1892, in Asnieres-sur-Seine, France. Bravery is an apt name for a collection celebrating the life and work of Mr. Vuitton, as he exhibited great courage and independence since his youth.

As a teenager, Mr. Vuitton left his home in Jura and set out for Paris, alone and on foot.

In 1837, 16-year-old Mr. Vuitton arrived in Paris, where he would work to become a legendary and renowned master trunk-maker.

Bravery, the house's new collection of 90 emblematic pieces, honors his adventurous spirit.

Designer Francesca Amfitheatrof's pieces use more than 2,500 diamonds to reinterpret Mr. Vuitton's journey. The elaborate necklaces, earrings and more allude to everything from the starry skies on the night of his birth to family emblems.

Among them are the Arrow necklace, a metaphor for Mr. Vuitton's journey and a literal interpretation of the V in his name, with a diagonally pav-set featuring a central V set with custom-cut rubies, sapphires and diamonds. The L'Avenue necklace, which intersperses Colombian emeralds in three rows of platinum, yellow gold and white gold, represents the distance between Jura and Paris.

An accompanying short film follows Ms. Vikander, adorned in The Arrow necklace, as she travels from a forest to a trunk at a great estate and her final destination: a Louis Vuitton store. The vignette captures the hard work, determination and drama of Mr. Vuitton's path to success, illustrating the overlapping journeys with small symbols from his life.

Ms. Vikander's journeys in the short film mirror Mr. Vuitton's.

Ms. Vikander walks on foot as Mr. Vuitton once did, to later thoughtfully approaches and studies a trunk as the designer did countless times. Finally, she arrive at the Louis Vuitton store, symbolizes Mr. Vuitton's arrival to success.

The film ends with Ms. Vikander looking at into the wide and awe-inspiring skyline of Paris while wearing the Le Mythe necklace. The final shot symbolizes the unknown and exciting future of the label, created by someone who was once only a 13-year-old boy with unshakable drive.

Louis Vuitton, then and now

Louis Vuitton is under French luxury conglomerate LVMH Mot Hennessy Louis Vuitton, which is currently continuing its great strides in expanding its multi-faceted legacy.

The luxury industry is experiencing a flurry of M&A activity, perhaps best exemplified by the shrewd moves and investments made by the aforementioned luxury conglomerate.

LVMH showed that it was ready for a new round of acquisitions in 2019, when the group opened its pockets to make an offer to U.S. jeweler Tiffany & Co. Since then, in the challenging climate of the COVID-19 era, luxury conglomerates have been paying up for new opportunities to increase market share with LVMH building its dominance over rivals Kering and Richemont ([see story](#)).

Earlier this week, LVMH also announced it was acquiring a majority stake in Off-White, deepening the relationship with Louis Vuitton's menswear creative director, Virgil Abloh.

Mr. Abloh, founder and CEO at Off-White, will maintain a 40 percent interest in the company, while LVMH owns a 60 percent interest in the trademark. Mr. Abloh will continue as creative director of Off-White and as artistic director at LVMH, with new projects from the partnership on the horizon ([see story](#)).

The Bravery high jewelry collection and campaign reflect the label's concrete ethos of maintaining classic luxury while embracing the possibilities of the future.

"The film serves as a point in time in his history while honoring how these elements can be retold and modernized into today and beyond," Ms. Smith said. "It really shows the lasting legacy of the heritage of the brand."