

APPAREL AND ACCESSORIES

Louis Vuitton, Tamboite release new bicycle collection

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The Louis Vuitton Tamboite bicycle. Image credit: Louis Vuitton

By LUXURY DAILY NEWS SERVICE

French fashion house Louis Vuitton has partnered with artisanal French bike-maker Tamboite to create a collection of bicycles intended to symbolize French craftsmanship.

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As part of its Art of Travel effort, Louis Vuitton is inviting adventurers and cyclists of all abilities to explore new landscapes. The bikes feature signature Louis Vuitton motifs such as a monogram flower chain and "LV"-shaped frame.

Cycling Paris

To celebrate the branded bicycles, the fashion house released a short film emphasizing the chic nature of Paris and French culture.

Both brands encourage anyone to take a spin around the city or through the countryside.

Models soar through the streets of Paris

Additional emblematic details are seen throughout the bike, including the handlebars, luggage basket and leather seat.

The bicycle retails for \$28,900.

In December 2020, Louis Vuitton launched a campaign for the latest collection of Capucines bags featuring Princess Maria-Olympia of Greece and Denmark.

The film, shot by Swedish photographer Mikael Jansson, followed the royal socialite through her day in the city of lights. She is seen reading La Gazette magazine, sifting through vinyl records and gallivanting through Paris.

In some parts of the film campaign, she is seen biking along the River Seine on a Louis Vuitton x Tamboite bicycle ([see story](#)).

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