

APPAREL AND ACCESSORIES

Louis Vuitton celebrates creativity in colorful campaign

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The Artycapucine by Huang Yuxing. Image credit: Louis Vuitton

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French fashion label Louis Vuitton is spotlighting how its classic handbags can serve as artistic inspiration with its newest Artycapucines campaign.

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This is the third time the label has asked artists to use the classic Louis Vuitton Capucines as a blank canvas. These collaborations serve to highlight the symbiotic relationship between art and luxury.

Colorful collaborations

This year, the six participating artists creating their own "Artycapucines" are Gregor Hildebrandt, Donna Huanca, Huang Yuxing, Vik Muniz, Paola Pivi and Zeng Fanzhi. The art project was first introduced in 2019.

Louis Vuitton released a short film showing the creation of the new limited-edition handbags.

Six new artists participated in this edition of Artycapucines

Each internationally acclaimed artist uses different techniques for their work, such as gold leaf and leather cut-outs, as seen through meticulous close-ups showing the creation and assembly of the unique handbags.

"These six new bags attest to the collection's ability to blend the beauty and creativity of the artists' talent with the ingenuity and absolute craftsmanship of the house's skilled artisans," says the female narrator.

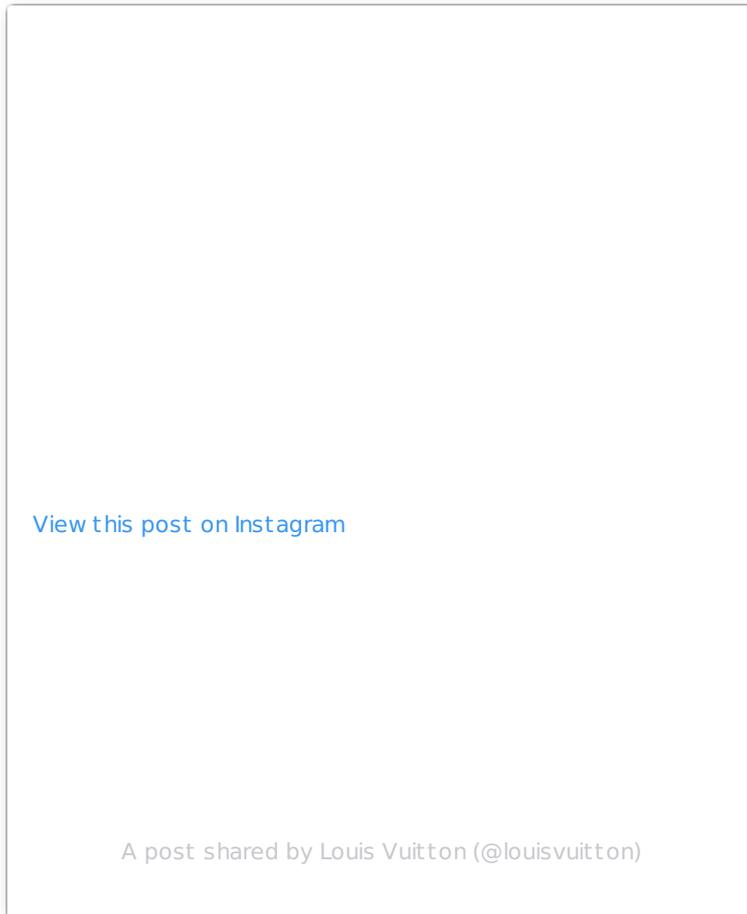
The film then introduces the artists, who explain what the project means to them in their own words.

For instance, Chicago-born Ms. Huanca reinterpreted the vibrant colors, unique textures and unexpected surfaces her sculptures are known for in her handbag design. Meanwhile, Germany's Mr. Hildebrandt looked to vinyl records for his inspiration.

The film shows several of the artists working in their own studios, contrasting their own creative processes with the handbag craftsmanship.

Each design is now open for reservations, with only a limited number of handbag available.

Louis Vuitton's ecommerce site also delves more into the background and work of each artist, explaining in greater detail how different techniques were used to create the wearable works of art.



Each artist has their own style translated into the handbags

While this is the third edition of Artycapucines, it is not the first time Louis Vuitton has looked to the art world for inspiration.

In 2017, Louis Vuitton and artist Jeff Koons collaborated on a series of handbags designed with the imprint of famous paintings. The collection included bags designed after works from Claude Monet, Paul Gauguin, douard Manet, Nicolas Poussin, J.M.W. Turner and Franois Boucher ([see story](#)).

Wearable works of art

Other luxury houses have repeatedly honored artistic creativity with unique handbag collaborations.

For the fifth edition of Dior Lady Art, released in 2020, a new collection of artists from around the world created unique interpretations of the iconic Lady Dior bag. Through a series of short videos, Dior showcases these artists and their creative processes and inspiration behind their unique pieces ([see story](#)).

In an effort that brought together art and sustainability, Italian fashion house Tod's tapped American contemporary artist Willie Cole, who is known for his three-dimensional pieces made of existing materials, to create unique sculptures using the brand's recycled leather.

The artwork celebrates Tod's Mosaic initiative, which aims to shed light on the innovation, creativity and craft linked to recovered, unused materials with a patchwork technique seen on a series of handbags. Through a series of static and dynamic imagery, Tod's has introduced its audience to the world of "artcycling."

The Mosaic collection consists of a limited number of shopping totes and pouches, and a selection of home accessories, all made using the same upcycling process ([see story](#)).