

HOME FURNISHINGS

Louis Vuitton celebrates art of living in Fontainebleau

September 29, 2021



Louis Vuitton golf club bag and balls set up in a grand hall of the iconic French royal palace. Image credit: Louis Vuitton

By NORA HOWE

French luxury house Louis Vuitton is highlighting pieces from its home and living collections with a takeover of the historic Chateau de Fontainebleau.

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Considered to be the "true home of kings" by Napoleon Bonaparte, the Chateau houses original Renaissance artworks, interiors designed by Marie-Antoinette and served as the residence for the French monarchy, from Louis VII to Napoleon III. For the campaign, Louis Vuitton juxtaposes its modern trunks, accessories and other leisure items against the antiquated royal backdrop to celebrate the epitome of French living.

"Cultural contexts evolve, but in Louis Vuitton's orbit, they fit seamlessly together," said Chris Ramey, CEO of [Affluent Insights](#), Palm Beach. "The former palace of French monarchs and their priceless art reinforces the artification of [the brand's] Art of Living' collection."

Art de Vivre

Placed in bedrooms, grand staircases, fountains and halls, centuries of French royal history serve as the background for various pieces from Louis Vuitton's art of living collections.

Shot by photographer Matthieu Salvaing, the campaign shows trunks and suitcases with the brand's signature monogram stacked along art-filled walls of the palace.

The Cocoon chair from Louis Vuitton's Les Objets Nomades collection hangs prominently in the palace's notable spiral staircase, while a surfboard designed by multimedia artist Alex Israel ([see story](#)) is nestled behind a bed frame in Napoleon's bedroom.

Pieces from Louis Vuitton's "Art of Living" collections are placed throughout the royal palace

Contemporary pieces designed by Nicolas Ghesquire and Virgil Abloh are met with traditional items to exemplify the brand's savoir-faire and craftsmanship over time.

The images clearly relay historical and traditional themes due to the nature of the setting while evoking a playful

energy by the way the pieces are positioned and styled.

A skateboard rolls along the roof of the palace, while sculptures "hold" Louis Vuitton-branded skis. Ornate 16th-century designs meet Mr. Abloh's contemporary lines and silhouettes.



A skateboard and boom boxes sit on the roof of Chateau de Fontainebleau. Image credit: Louis Vuitton

A cerulean Atelier O hammock, designed for the Les Objets Nomades collection, effortlessly floats between Renaissance murals.

In one still, an Apple laptop sits on top of a desk in one of the palace's rooms, depicting a stark contrast between life in 15th or 16th century France and today's society.

Historical locations

Although a first for the brand, Louis Vuitton is not the first fashion house to have staged a show or campaign at a royal setting.

French fashion house Dior blurred the lines between time and space with a mythical, dreamlike take on its fall/winter 2021/2022 ready-to-wear collection and presentation at the Palace of Versailles.

Designed by Silvia Giambone, the set of Dior's fall/winter 2021 women's show was in the heart of the Palace of Versailles' Hall of Mirrors. The mirror serves as a symbolic dimension, nodding to Lewis Carroll's Alice in Wonderland.

Lining the catwalk, Ms. Giambone created mirrors designed to conceal those of the iconic Hall. The works were framed in metal while the reflective part was covered in wax and strewn with thorns ([see story](#)).

In 2017, British leather goods maker Smythson explored a surreal version of London from an outsider's perspective in a whimsical campaign.

The brand's "Journey to the Wild Side" film follows a tourist as she takes a roundabout route to get to Buckingham Palace, bumping into curious characters along the way. Ultimately, she arrives to a boisterous crowd of dancers awaiting her at the Buckingham Palace gate ([see story](#)).

Palaces and other historical landmarks serve luxury brands well considering both carry rich heritages and have been seamlessly integrated over time.

"Chateau de Fontainebleau reinforces Louis Vuitton's DNA while juxtaposing its new Art of Living' collection against timeless art and architectural objects," Mr. Ramey said.