

APPAREL AND ACCESSORIES

Louis Vuitton, Nike honor Virgil Abloh's vision in Air Force 1 exhibit

May 17, 2022



A rendering of the upcoming Louis Vuitton and Nike Air Force 1 exhibition. Image courtesy of Louis Vuitton

By LUXURY DAILY NEWS SERVICE

French fashion label Louis Vuitton is celebrating the launch of Nike Air Force 1 by Virgil Abloh with an exhibition and art installations.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Taking place in New York, the activations will serve as a tribute to the late designer's artistic vision and streetwear sensibilities. The Louis Vuitton and Nike Air Force 1 by Virgil Abloh release will take place in June 2022.

Streetwear icons

Mr. Abloh's Air Force 1 designs were first presented in June 2021 as part of his spring/summer 2022 collection.

Next month, nine editions of the sneaker will launch through Louis Vuitton's digital platforms, with exclusive pre-order access for select members of the maison's community.

The nine editions for the release are part of the 47 bespoke sneakers Mr. Abloh designed as part of the collaboration.



One of the Louis Vuitton and Nike Air Force 1 mid-top designs. Image courtesy of Louis Vuitton

All 47 editions will be the centerpiece of the new Louis Vuitton and Nike Air Force 1 exhibition, open at Brooklyn's

Greenpoint Terminal Warehouse from May 20 to May 31.

The exhibit will present the creative dialogue between Louis Vuitton and Nike while he was working on the Air Force 1 sneakers. Reflecting Mr. Abloh's support for underserved artists, the exhibit will be open to the public.

The warehouse will be wrapped with orange and a logo that fuses Louis Vuitton and Nike emblems. A giant version of the logo will reflect at guests from a mirrored ceiling.

Also inside will be 3D-printed statues that resemble the ones Mr. Abloh built during his time at Louis Vuitton. Walls will be painted with clouds, which were frequently incorporated in his show sets and campaigns.

The Air Force 1 editions will appear in motion with the use of magnetized walls while holographic displays animate the sneakers, a reference to their hip-hop roots.

Finally, a treehouse symbolizes Mr. Abloh's childlike wonder. The inside will reveal recreated details from his Louis Vuitton studio and atelier another nod to the craftsmanship behind the 47 sneakers, which were made in Fiesso d'Artico, Venice.



A rendering of the treehouse in the Louis Vuitton and Nike AirForce 1 exhibit. Image courtesy of Louis Vuitton

In addition to the Brooklyn exhibit, installations will be found in five iconic New York locations: Domino Park, Grand Central, South Street Seaport, Astor Place, Columbus Circle, Flatiron Plaza and Gansevoort Plaza. The graphic globe sculptures echo the campaign's universal themes.

The nine editions being released for sale include mid-tops and low-tops, available in Nike sizes 3.5 to 18 and priced starting at 2,000 euros, or about \$2,100 at current exchange. Two hundred pairs of the sneakers were auctioned in February 2022 to benefit the Virgil Abloh "Post-Modern" scholarship fund.

Louis Vuitton continues to find engaging and humanizing ways to showcase the legacy of the late men's artistic director, who passed away in November 2021.

In a limited engagement from April 13 to April 27, the Fondation Louis Vuitton hosted "Coming of Age," an exhibit organized by Louis Vuitton in memory of the designer. It included installations from a 2019 exhibit Mr. Abloh curated in Los Angeles, a set from a Louis Vuitton fashion show and a recreation of his teenage bedroom ([see story](#)).