

APPAREL AND ACCESSORIES

## Louis Vuitton previews third NBA drop, case for coveted trophy

June 1, 2022



*The third drop is dedicated to luggage. Image courtesy of Louis Vuitton*

By LUXURY DAILY NEWS SERVICE

French fashion house Louis Vuitton is expanding its partnership with the National Basketball Association (NBA), promoting a third drop that illustrates the spirit of basketball.

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The collaboration, which began in 2020 under the leadership of Virgil Abloh, is ushering in a third drop that is luggage-based and inspired by travel. The house also created a new official travel trunk for the NBA's Larry O'Brien trophy, which is awarded to the winner of the NBA finals,

A slam dunk

The first collection from Louis Vuitton x NBA was inspired by the exchange between French craftsmanship and American sports. The collaboration marked Louis Vuitton's first partnership with a North American sports league ([see story](#)).

The third Louis Vuitton x NBA capsule collection features several luggage pieces, from trunks to backpacks, each in the signature colors of the NBA, red, white and blue, and features the Louis Vuitton initials. The pieces will continue centering the values of basketball from an appetite for competition to team spirit and more.



*The third drop continues illustrating the spirit of basketball. Image courtesy of Louis Vuitton*

The collection will be available in selected stores worldwide and online starting June 2.

Artisans at the Asnieres atelier hand-crafted the new travel trunk for the redesigned Larry O'Brien trophy, featuring an exterior covered in emblematic Monogram canvas, brass closures and fittings and a microfiber interior with the NBA's 75th-anniversary logo.

The trunk's folding doors are decorated with a hand-painted V, an ode to victory, the NBA's signature colors and a basketball logo featuring the house's initials, a final symbol of the partnership between Louis Vuitton and the NBA.

The Louis Vuitton NBA trophy travel case will be featured during the NBA Finals from June 2 - 19.

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