

APPAREL AND ACCESSORIES

## Louis Vuitton 2022 holiday displays to be made with LEGO

November 4, 2022



*According to Louis Vuitton, the collaboration with LEGO celebrates imagination and creativity. Image courtesy of Louis Vuitton*

By LUXURY DAILY NEWS SERVICE

Louis Vuitton is collaborating with another iconic brand for its holiday campaign, LEGO, enlisting the toy company's "master builders" to create its displays this year.

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Scenes created using LEGO bricks will be on view in the French fashion house's windows and stores worldwide.

### Building blocks

LEGO Certified Professionals will construct Louis Vuitton's holiday displays, which were conceived by the Louis Vuitton Visual Image Studio, with LEGO bricks.

The colorful, 3D scenes include snowy Christmas trees, the Arc de Triomphe in Paris and stacks of Louis Vuitton's iconic trunks.

[View this post on Instagram](#)

A post shared by LEGO (@lego)

*The pair have collaborated prior on an anniversary-related activation.*

Exterior dcor at some of the stores will feature LEGO bricks, as will holiday packaging.

According to Louis Vuitton, the collaboration with LEGO celebrates imagination and creativity.

The idea for this year's holiday theme was sparked with LEGO's contribution to the house's Louis 200 Trunks a celebration of the company's namesake founder's 200th birthday for which various talents created one-of-a-kind trunks similar to the very first version.

LEGO created a 31,700-brick birthday cake for the occasion.

Construction of the holiday displays, which also coincide with LEGO's 90th anniversary, began at the end of October, and they will be on view through January

Once disassembled, the LEGO bricks will be donated to local schools.

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