

APPAREL AND ACCESSORIES

Louis Vuitton teases second collaboration with art icon Yayoi Kusama

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Louis Vuitton has partnered with Yayoi Kusama once again for a special collection in the Japanese artist's trademark polka dots. Image credit: Louis Vuitton

By EMILY IRIS DEGN

A decade after the first partnership, French fashion label Louis Vuitton and Yayoi Kusama will once again work together to create a joint collection rife with the Japanese artist's trademark aesthetic.

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Ms. Kusama is known for her modern dots, primary colors, symbolism and exploration of endlessness. The new Louis Vuitton x Yayoi Kusama Collection will showcase these iconic traits in a January launch.

"Ten years after a first collaboration, Yayoi Kusama's symbolic objects, hypnotic motifs and imaginings of infinity take over the maison's own emblems, creating magical objects that transcend time and space," said the company on its site.

"First revealed on the cruise 2023 runway, this year's collaboration brings not only the artist's signature dots to the Monogram canvas, but also explores a wide range of recurring themes."

The collaboration is being promoted across social media and via a 30-second spot featuring the artist and her famous polka dots.



Model posing with a bag from the Louis Vuitton x Yayoi Kusama Collection. Image credit: Louis Vuitton

Connecting the dots

The film plugging the collaboration shows repetitive shots of a model perched on Ms. Kusama's head holding a polka dotted-bag. The artist herself sports her trademark red wig and a yellow shirt with a huge black dot.

Ms. Kusama has been fixated on polka dots from a young age, painting them often starting at the age of 10.

The artist moved from Japan to the United States in the middle of the 20th century, hosting art shows and events featuring her sculptures, paintings and environmental work. She even created films, for which she won many international awards.

In the 1990s, after writing novels back in Japan and hosting exhibitions in France, she began creating outdoor sculptures covered in dots.



Japanese artist Yayoi Kusama in the still from the promotional video for the new Louis Vuitton branded collaboration. Image credit: Louis Vuitton

Since rising to fame, her work is the epitome of the avant-garde movement and feminism, as Ms. Kusama is widely considered to be the most famous female artist living today. Her work is recognizable and groundbreaking.

This collaboration will celebrate that earned fame and her story, giving consumers a chance to connect further with the artist. Her previous collaboration with Louis Vuitton parent LVMH included a joint effort with Champagne maker Veuve Cliquot to design cases in her trademark polka dots ([see story](#)).

"For the second time, Louis Vuitton has invited the preeminent Japanese artist Yayoi Kusama to a new creative encounter, reawakening, evolving and expanding on the pioneering initial exchange," **Louis Vuitton** said on its site.

Louis Vuitton and Yayoi Kusama teaser. Video credit: Louis Vuitton