

APPAREL AND ACCESSORIES

Louis Vuitton pushes heritage trunks in new film as holiday travel ramps up

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Louis Vuitton values heritage in its travel pieces this season. Image credit: Louis Vuitton

By LUXURY DAILY NEWS SERVICE

The Courier 110 Trunk, centerpiece of the French fashion house, was highlighted in the latest Louis Vuitton video in "The Story Behind Me" episode.

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The series from LVMH explores its popular brands, revealing the traditions and logistics that go on behind the scenes. Louis Vuitton's video showed the work of its artisans and professionals, speaking to the history of the Courier 110 Trunk the product that started the company.

"The Courier 110 Trunk. This is the cornerstone of our maison," said Sigrid Daubmeier, senior designer of the Louis Vuitton travel and hard-sided division, in a statement.

"What I like most about this trunk is the harmony of its proportions," she said.

"You can picture yourself opening it and wonderful stories coming out about interesting adventures of the past."

The video was centered around this idea of heritage, bringing up the history of Louis Vuitton, and taking place at the workshops in the 160 year-old home of the founder in [Asnières](#).

The value that the brand places on preserving its roots was emphasized throughout the coverage of the various steps of the creation process.

Travel in the bag

Louis Vuitton released its edition of the [LVMH](#) series as the holiday travel season thickens.

Embodying the passion that the brand has for travel, those behind the making of [Louis Vuitton](#)'s signature trunk discussed how collaboration makes the journeys of these trunks and their future owners possible.

"We have a great team behind us when it comes to making the trunks, designing the initial models," Ms. Daubmeier said. "And this team can be found in the workshops.

"There are artisans. There are also people who make the link between artisans and us and manufacturing. Because

in order to create, you can't have all the constraints on your mind."

The video also featured interviews of a trunk craftsman, a client advisor and a letter painter.

Each one discussed their contribution to the Courier 110 Trunk, and how collaboration and honoring the history of Louis Vuitton keeps customers traveling.

"It really means something to me to be using these tools," said Anouk, the trunk maker featured in the video. You think about how they've been used over generations. We perpetuate heritage and know-how by using these same tools."

The Story Behind ME - Discover the savoir-faire behind Louis Vuitton Courier 110 Trunk. Video credit: LVMH

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