

APPAREL AND ACCESSORIES

Louis Vuitton kicks off artist exchange program with new LV Trainer exhibition

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"White Canvas: LV Trainer in Residence" is the title of both the ongoing collaborative project and the exhibition that has launched it. Image credit: Louis Vuitton

By LUXURY DAILY NEWS SERVICE

French fashion house **Louis Vuitton** is giving renowned artists "carte blanche" to reimagine a streetwear signature, showcasing the first of said collaboration in a new exhibition.

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Open now, and running through March 16, the brand's latest pop-up presents three limited-edition redesigns of a brand signature the LV Trainer. Setting up at Louis Vuitton's Garage Traversi shopping center location in Milan, "White Canvas: LV Trainer in Residence" is an in-store exclusive event from which visitors can purchase the work of American talent Lady Pink, Puerto Rican prodigy Lee Quiones, and the late, New York City-born visual master Rammellzee, represented by his estate.

Up from the underground

In addition to showcasing their original LV creations, the exhibition will display selections from the graffiti trio's independent bodies of work. The inaugural White Canvas cohort got its start in New York's 1980s underground graffiti scene, before going on to garner success in the mainstream art world.

A leading participant in graffiti-based art's ascension, Lady Pink hails from Ecuador. Born in the country in 1964, she remains a hip-hop community favorite.

Similarly, Mr. Quiones, born in Puerto Rico in 1960, has received acclaim for a history of painting subway cars and street murals. Over the course of his career, he has simultaneously worked to support the movement of underground arts into the mainstream, and though Rammellzee passed in 2010 at the age of 50, the artist left a rich legacy of paintings, sculptures and performance art pieces.



Garage Traversi was chosen as the exhibition's location for its resemblance to New York's industrial galleries. Image credit: Louis Vuitton

Both Lady Pink's "Celtic Piece" and Mr. Quiones' "Split #1" and "Tablet 3," each a painting, will be on display at the site, as will sculptures of the letters "L" and "V" from Rammellzee's "Letters Racers" undertaking.

The recurring "White Canvas: LV Trainer in Residence" project will see a series of rotating artists forming their own take on the footwear, originally conceived by former menswear artistic director Virgil Abloh in 2019.

Formulated as luxury's answer to the classic basketball sneaker, and debuted during the label's spring/summer 2019 season, Mr. Abloh's silhouette soon became a staple of Louis Vuitton's men's collections. True to the project's name, "White Canvas" artists will work in collaboration with the house on a low-top, all-white leather version of the shoe.

Partnering with Louis Vuitton on this project is Sky Gellatly, co-founder and CEO of marketing and management agency **ICNCLST**, who has worked with the brand on previous campaigns and is also the exhibition's curator.

Further information on the initiative can be found at Louis Vuitton's [site](#).

Another professional to whom the brand has given creative license is Japanese contemporary Yayoi Kusama. The brand's "Creating Infinity" campaign centered the artist, covering Louis Vuitton fashion, accessories and fragrance staples in her career-defining, colorful dots ([see story](#)).

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