

APPAREL AND ACCESSORIES

Louis Vuitton veers into novelty venture with debut baby line

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The luxury brand is presenting its first-ever collection for newborns, leaning on heritage to counteract the short lifespan of the pieces. Image credit: Louis Vuitton

By EMILY IRIS DEGN

French fashion house **Louis Vuitton** is out with its premier baby collection.

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The brand is offering a selection of clothing, toys, shoes and accessories specially crafted to become keepsakes. With the aim of the items lasting the child a lifetime, heritage is a key theme throughout the pieces both of the families bringing them into their homes, and of the brand itself.

"A baby line, especially one that is from a luxury house can be tricky as the price point is one that will be significantly higher than many baby products," said Kimmie Smith, cofounder and creative director of **Athleisure Mag**, New York.

"But the notion of creating a heritage piece from the start for a child that can be kept or handed down to future generations is smart," Ms. Smith said. "Using their iconic logo, finding a way to make it suitable for a baby line and maintaining the elements of the house in this way is a great way to continue to show the versatility of the brand."

Requiring resilience

In a market that is defined by items that are characteristically shortlived, framing pieces as keepsakes is an especially strategic move.

With children growing so quickly, clothing marketed for them is traditionally at lower price points, as the pieces will get less use. Babies are an even slimmer market, with the items having a fraction of even children's pieces' lifetimes.

Introducing **#LouisVuitton's** Baby Collection. The Maison's first-ever collection devoted to newborns carries on the tradition of creating pieces to be treasured and passed down from generation to generation. Discover the new line at <https://t.co/p3LbT7rbyX>
[pic.twitter.com/H6jouoPYxy](https://t.co/p3LbT7rbyX)

Picking pieces that can last, and marketing them as keepsakes rather than simply ready-to-wear clothing for this phase of the child's life, offer a workaround.

"A keepsake has a unique life cycle," Ms. Smith said.

"In terms of the initial recipient, clothing is very short; however, if after wearing it you decide to place it in a box for a future child to wear or hang it as art in a frame, it continues to exist," she said. "The collection also incorporates pieces that include teddy bears and ornaments this is something that can sit in a cabinet or be in a memory box.

"There is something about having pieces that are not always meant to be worn or used; however, they generate memories that you can come back to through the power of seeing them again or touching them."



Offering made-to-last pieces, the collection is future-proofed with the keepsake framing. Image credit: Louis Vuitton

The collection's inclusion of suitcases, tumblers and other items that cannot be outgrown especially lengthens the lifespan of the purchases, as they can not only be enjoyed for longer by the child, but can be repurposed as they get older.

"In theory, the pieces can be placed on a doll or teddy and they have a longer lifespan in this way," Ms. Smith said.

"The Baby Suitcase can become a cosmetic or jewelry case and the Baby Tumbler can hold your rings when you're not wearing them," she said. "There is always a way to extend the use while being tethered to the original sentiment or meaning."

The items themselves are also made to last thanks to the high-quality materials something that is also beneficial environmentally, as the sourcing is done ethically ([see story](#)). This also allows the items to be at a high price point, comparable to the adult offerings something that many brands are unable to pull off.



The luxury brand highlights the masterful tailoring of the items, the campaign centered around the idea of passing the items down. Image credit: Louis Vuitton

The price point also allows the items to stand out among other baby collections, offering the loved ones of the child a chance to give memorable gifts.

The collection can be purchased [online](#) and at select Louis Vuitton stores.

"When gifting the baby, you're also gifting the parent and it's an experience beyond the item itself," Ms. Smith said.

"The collection is aimed at affluent parents (or those that will save to get something from this line), but it is also aimed at affluent family members, godparents and those that want a gift that will stand out without caring about whether it's used," she said. "For those gifting this, it is a status symbol because who doesn't want to be the aunt at a baby shower gifting this in a sea of car seats, bibs in bulk and diapers?"

"For those attending that event, whether they feel it's a practical gift or not, it will be one of the more talked about items which will encourage others to get one for themselves or for someone else."

Winning whimsy

The collection itself features colors that are classic to baby items pastels, pinks, baby blues and pure white.

Paired with brand motifs, the items bring a level of luxurious whimsy to the table, allowing for Louis Vuitton to explore house symbols, while also playing into themes of playfulness something the brand has been doing with collections for adults as well ([see story](#)).



Playfulness shines in the first baby collection from Louis Vuitton. Image credit: Louis Vuitton

As millennials and Gen Z consumers begin to have children, catering to their tastes is an especially beneficial move, as they continually act as the driving force behind the market ([see story](#)). Since the demographic tends to highly value inclusion and diversity, luxury brands are finding success in not only releasing youthful drops, but in doing so with diverse representation featured in their campaigns.

Louis Vuitton is no exception, including baby models of color in the whimsical collection and sending a clear message this is baby luxury for all.

"A few weeks ago, I received an email about the collection and was pleased to see that they had a Black child in the campaign," Ms. Smith said.

"Now, in seeing the full collection and diversity of babies, they have illustrated that this is for anyone that wants to gift a child or their parents during this time."