

APPAREL AND ACCESSORIES

Louis Vuitton salon guests get private Milan Design Week sneak peek

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Entitled "Crafting Dreams," a new pop-up salon concept located in Los Angeles is placing one-of-a-kind house goods on display all month long. Image courtesy of Louis Vuitton

By LUXURY DAILY NEWS SERVICE

French fashion house **Louis Vuitton** is granting select clients access to a curated collection of the maison's most exclusive mtiers.

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Entitled "Crafting Dreams," a new pop-up salon concept located in Los Angeles lifts "Objets Nomades" the house's ever-expanding collection of travel-inspired furniture and lifestyle items made in collaboration with internationally renowned designers as well as iconic trunks, unique watches, fine jewelry pieces and one-of-a-kind leather goods. The opportunity to create personalized pieces with in-house artisans further frames the unmatched level of mastery on view at Louis Vuitton's private event.

Maison mastery

Comprised of a series of salons containing objects that span the Louis Vuitton Universe, the luxury label's by-appointment-only activation screams "savoir-faire."



The by-appointment-only activation sees the full transformation of a private residence into a series of salons staged amid one of the city's most

storied neighborhoods. Image courtesy of Louis Vuitton

A special setup highlighting the house's diamonds and gemstones is housed by one immersive gallery space.

The maison's most recent mascot inductee, Vivienne, of the new Louis Vuitton Baby collection, roots another room.



A special setup highlighting the house's diamonds and gemstones is housed in one immersive gallery space. Image courtesy of Louis Vuitton

Other on-site novelties include a Red Carpet room, complete with gowns worn by famous friends of the house, as garments from Ana de Armas, Gemma Chan, Jennifer Connelly, Cynthia Erivo, Phoebe Dynevor and Sophie Turner seek to wow guests.

Louis Vuitton has even looped in a hard-sided trunk designer, tapped to build custom trunks "in-shop" for select clients.



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Moving from Milan, the house's "White Canvas: LV Trainer in Residence" exhibition centering three limited-edition LV Trainers crafted by artists Lady Pink, Lee Quiones and the estate of Rammellzee ([see story](#)), lives on at its current West Coast location.

An impressive list of wonders aside, attendees will receive a preview of Louis Vuitton's Milan Design Week presentation, executed alongside longtime collaborator Marc Newson.



Visitors of "Crafting Dreams" can take advantage of its in-shop trunk designer, tapped to work with guests on custom heritage-inspired items.

Image courtesy of Louis Vuitton

An ode to Louis Vuitton's earliest specialty, "Cabinet of Curiosities" will unveil a new hard-sided cabinet trunk designed by the artist and available in three colorways.

Slated for an official debut at Milan Design Week next month, The Wonder Trunk features 19 modular cubes, the smallest of the assortment containing a hidden back compartment allowing owners to store their prized possessions, per the company.

Live from April 12 through May 3, Louis Vuitton continues a tradition of bespoke regional activations with "Crafting Dreams."

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