

APPAREL AND ACCESSORIES

Louis Vuitton explores lands beyond via 'Fashion Eye' book series

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The work of artists ranging from up-and-coming to those with decades of experience is included in the volumes. Image credit: Louis Vuitton

By EMILY IRIS DEGN

French fashion house **Louis Vuitton** is taking on fresh territory through the lens of regional artists.

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The 34-book series, *Fashion Eye*, includes the work of emerging and seasoned photographers, spanning the planet, from Iran to France to Brazil. Each edition shows off contemporary photos in the designated city or country, resulting in a dialogue between fashion house and fashion creatives that offers the public a behind-the-scenes look at the global industry and its leading minds the state of Texas in the United States and Seoul, South Korea are the latest adds.

The full picture

First published in 2017 ([see story](#)), the collection is an extension of the maison's heritage identity as a purveyor of travel goods.

Louis Vuitton has long been innovating its offerings in this regard, evolving with the times. In 2015, its mobile travel guide experience went live, encouraging customers to go out and explore for themselves ([see story](#)).



Louis Vuitton's past travel books took readers to a variety of locations around the world. Image credit: Louis Vuitton

The latest publishing project honors the perspective of fashion photographers, an essential player in Louis Vuitton's operation.

In regard to the collection itself, the brand's artisanal touch is alive and well, as each edition is carefully bound, its cover richly pigmented the photographs within range from black and white to color, depending on the setting.

The complete series is available for purchase in limited quantities in stores and online at louisvuitton.com/en-us/art-of-living, with each book priced at \$68.

American photographer Sean Thomas and Dutch photographer Sarah van Rij are newcomers to the collection.



The latest drops' topics are filled with refreshed looks at America's modern-day wild west, and Seoul's residential spaces. Image credit: Louis Vuitton

Mr. Thomas takes lively photos of Texas in the U.S. for his book, capturing rodeo culture, cattle ranching, horseback riding and the American frontier landscapes.

The images range from silhouettes of cowboys against velvet blue skies to photos of sleepy saloons to joyful swing dancers holding each other close, grins sparkling in the barn light.

Aside from these classic themes that are so often attributed to the region, Mr. Thomas shows the nuanced settings, such as city life in Houston and the modernist landmarks of Marfa that have taken social media by storm.

Ms. van Rij, taking a more ethereal approach, is the photographer behind the Seoul edition.

She took the routine moments in locals' lives in the city and added an air of mystery to the imagery through the use of double exposure, movement and reflections. The book shows scenes such as a woman holding a cup in a kitchen as the photograph was taken from her window, reflections of the shadow-speckled sidewalk and luscious plant life outside paint her face and indoor surroundings.

Vintage movie posters plastered on walls, old war photographs and meditating newspaper readers all come together, creating a reverent look at the timelessness at play in a technologically-advanced city.

Art of travel

Both titles present diverse looks at the world that Louis Vuitton has historically enabled luxury consumers to discover.

In December 2022, the brand released its "Towards a Dream" campaign, showcasing this historic love of travel ([see story](#)). The visuals took place around the world, from South American deserts to Arctic coasts.



Chile serves as one of the countries explored in Towards a Dream's six chapters. Image credit: Louis Vuitton

During the same month, Louis Vuitton travel trunk makers were given a spotlight, as programming ensued that honored their craftsmanship and preservation of the past ([see story](#)).

Now, through local photographers whether they be local as residents or as long-term visitors on a creative journey Louis Vuitton fuses together global discovery and fashion's ability to transform its medium into something entirely fresh.

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