SOFTWARE AND TECHNOLOGY

Louis Vuitton to launch digital collectibles

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Launching June 8, Louis Vuitton will begin granting exclusive access to "phygital" rewards via the new platform. Image courtesy of Louis Vuitton

By LUXURY DAILY NEWS SERVICE

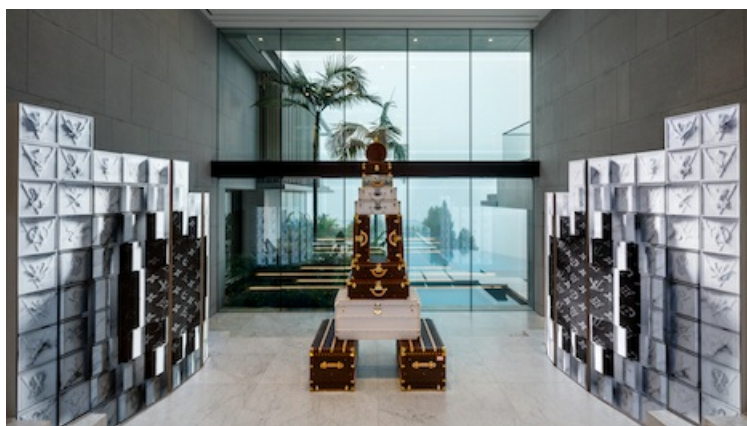French fashion house Louis Vuitton is embarking on its first voyage into the Web3 space.

The brand is moving into the realm of digital collectibles with a debut rooted in its iconic line of trunks. Launching this week, Louis Vuitton will begin granting exclusive access to "phygital" rewards via the new platform.

Voyage into imagination

Those who wish to purchase one of Louis Vuitton's "VIA Treasure Trunks" will be able to do so after registering on a branded microsite, going live on June 8.

Limited to just the few hundred available, this purchase will become the forum through which buyers receive a series of immersive drops. By making use of a digital key, audiences will witness one-of-a-kind products, exclusive customer experiences and more.

The VIA Treasure Trunks will release with a hefty price tag of 39,000 euros, or upwards of $42,000 for those based stateside, and is the first of many drops the maison promises for the rest of 2023.

A Los Angeles pop-up salon concept entitled "Crafting Dreams" placed one-of-a-kind house goods such as trunks on display from April 12 to May 3, 2023. Image courtesy of Louis Vuitton

Louis Vuitton is seeking to grant access to more immersive and limited experiences to its clientele, with VIA as the overarching branding. Drops like this are designed to bring consumers deeper into the world of Louis Vuitton while granting enduring ownership of digital collectibles alongside luxe physical products.

Similarly, German automaker Mercedes-Benz recently introduced its Web3 portal, with updates to come throughout the year (see story).