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Louis Vuitton reveals bespoke Wynn Las Vegas boutique

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The maison has unveiled a design-forward space, inspired by local influences. Image courtesy of Louis Vuitton

By LUXURY DAILY NEWS SERVICE

French fashion house **Louis Vuitton**'s latest opening puts luxury front and center.

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The maison has unveiled a design-forward space at Wynn Las Vegas, inspired by local influences. Expanding its presence in The Entertainment Capital of the World, the store marks Louis Vuitton's eighth in the city.

Happening in Vegas

Bringing together craftsmanship and the surrounding landscapes, the Louis Vuitton shop showcases both geographic and maison aesthetics.

The brand incorporates arid settings into original architecture and interior decorating, using colors and textures typical of the Nevada desert. Luxury materials achieve the look, including the faade's back-lit stone the composition creates the Louis Vuitton Monogram Flower design in the motif's first-ever appearance in the United States.



Louis Vuitton's eighth Las Vegas shop puts the locale's flora front and center, incorporating greenery into the concept. Image courtesy of Louis Vuitton

The monogram blossom is also crafted out of oak in a double-layer frame at the center of the interior layout. The frame surrounds the menswear section's video ceiling, forming an interaction between technology and nature.

The outside world is also brought in through the 28-foot vaulted skylight and an outdoor garden filled with native plants and flowers.

Accessories across women's and men's collections, leather goods, trunks, Objets Nomades home items, fragrances, ready-to-wear, watches, shoes and jewelry coexist within the space, as well as special gifting and publishing options.

Trunks are stacked to mimic the city's version of the Eiffel Tower, the watches and jewelry area is decorated with a hand-sculpted pattern on the wall, fine art is on display and peacock feathers adorn the mosaic flooring.



Classic and newly-released lines are present in the maison's shop, including the By The Pool women's collection and LV Diamonds. Image courtesy of Louis Vuitton

Together, the boutique's assets present an image of Louis Vuitton house codes and aesthetics alongside Las Vegas's own identity.

European watch and jewelry retailer Bucherer Group has also recently opened an expansive location in the city, opening a multi-level flagship in The Forum Shops at Caesars Palace ([see story](#)).