

APPAREL AND ACCESSORIES

Louis Vuitton taps five contemporaries for Artycapucines 2023

October 24, 2023



A group of artists have created new versions of the Capucines handbag, an increasingly popular pick among collectors of high-end goods. Image credit: Louis Vuitton

By EMILY IRIS DEGN

Luxury is turning towards creatives as a storied group of artists reimagines a signature product line from French fashion house Louis Vuitton.

The label is calling on a quintet of contemporaries, sharing each participant's final product for edition five of the Artycapucines Collection. Working across various mediums, the group creates their own versions of the Capucines handbag, an increasingly popular pick among collectors of high-end goods.

"Louis Vuitton (and most luxury fashion brands) are certainly no strangers to collaborating with artists," said Veronica H. Speck, founder and CEO of [VHS Ventures](#), New York.

"Louis Vuitton has historically partnered with Yayoi Kusama, Jeff Koons, Sol LeWitt, Richard Prince, and Takashi Murakami amongst others," Ms. Speck said. "The 5th edition of the Artycapucines Collection combines the Maison's emblematic Capucine Bag with the unique vision of five leading contemporary artists.

"From a marketing perspective, fashion and art collaborations are a brilliant way to appeal to a larger global audience, position each collection as limited-edition collector's items to encourage anticipation, sales, demand, appreciation and repeat buyers."

Ms. Speck is not affiliated with Louis Vuitton, but agreed to comment as an industry expert.

High (fashion) five

American painter Liza Lou, Serbian and French artists Ida Tursic and Wilfried Mille, Chinese illustrator Ziping Wang, Polish portraitist Ewa Juskiewicz and Malawian textile artist Billie Zangewa join Louis Vuitton for the annual exercise, which revamps one of the brand's most popular purses.



The Capucine, a traditional Louis Vuitton bag, is getting a timely update from five artists. Image credit: Louis Vuitton

Near-instantly recognizable today, the style odes the luxury giant's first store which, 169 years ago, opened on Rue Neuve-des-Capucines in Paris.

Not only does the influence appear in its name, but the Capucines is said to capture the "refinement and artisanal savoir-faire" of the neighborhood where Louis Vuitton began selling its wares.

Celebrating this heritage, the Artycapucines Collection invites artists to apply their own visions to the modern accessory each year. Louis Vuitton then uplifts the reworked models in a dedicated campaign, a new assortment now live.

Ms. Tursic and Mr. Mille offer an example. The professional duo is known for their painting-on-painting technique and post-war themes of liberation.

Serbian and French artists Ida Tursic and Wilfried Mille showcase Artycapucines 2023 submissions

Jointly executing on one canvas for the 2023 Artycapucines Collection, the collaborators of more than 20 years reimaged a Capucines bag, transforming it with the application of artwork entitled "Tenderness."

The painting is translated onto the purse with thousands of embroidery stitches mimicking brushstrokes. Highly textural and vibrant, their work arrives in bold hues which happen to all in line with trend forecasts for in-demand luxury fashion items of the near future ([see story](#)).

The smallest Artycapucine made yet, Ms. Wang's rendition of the tote is also very colorful.



Ms. Wang's design features holiday treats ahead of what is slated to be a busy end-of-year season. Image credit: Louis Vuitton

She adorned her mini-Capucines with fixtures that resemble sweets, including gingerbread cookies, installing a handle reminiscent of a candy cane. The festive theme is timely given the approach of the holiday season, as reports share that spending during the gift-giving period is soon expected to go back to pre-pandemic levels ([see story](#)).

Like Ms. Wang, Ms. Juskiewicz's purse is multilayered.

For her product, she used three-dimensional HD digital printing to transfer surrealism paintings centering feminism onto the leather surface of Louis Vuitton's handbag. For this engagement, the artist specifically used her *Ginger Locks* oil piece, completed in 2021.

"I wanted the bag to reflect the essence and character of my paintings," said Ms. Juskiewicz, in a statement.

"By combining various techniques and materials, like the hand-dyed leather and multilayered printing, the final effect is beautiful and sophisticated."



Surrealism, a very popular art genre among affluent art buyers, is now found within the fifth-edition Artycapucines Collection. Image credit: Louis Vuitton

Ms. Lou's work is also unique, as she turned one of her "Cloud" paintings into a beaded creation for the bag. In pastel shades, the creative's take on a Capucines comes with added notes of materiality, reflective of past sculptures, installations and other works.

Gaining fame in the 1990s, the artist worked with Louis Vuitton to develop new technology that would allow for a trompe l'oeil effect, embossing woven glass bead patterns onto leather.

"Conceptual craftsmanship is at the core of all my work," said Ms. Lou, in a statement.

"With the team of artisans at Louis Vuitton, there was a shared love for experimentation and rigorous attention to detail."



Ms. Lou worked with Louis Vuitton to develop a trompe l'oeil effect, embossing woven glass bead patterns onto leather. Image credit: Louis Vuitton

Finally, Ms. Zangewa brought a familiar reference to the table for her Artycapucine.

Based in South Africa, the Malawi-born artist decorated the luxury purse with silk patchwork. The picture depicts her son Mika, who she states is her biggest inspiration.

Like some of the other artists, she used beading to accentuate her work.

The weaver is known for celebrating the intersection of gender, identity and race. Ms. Zangewa seems a particularly strategic fit for the project, having worked with one of Louis Vuitton's peers before ([see story](#)).

Luxury loves art

In 2023, Louis Vuitton's collaborators are all leaders in their respective crafts, spanning multiple trades in the modern art universe, an area that the brand has dipped its toes into recently ([see story](#)).

The move could appeal greatly to Louis Vuitton customers, as luxury consumers are increasingly not only buying more art ([see story](#)) but favoring ultracontemporary works.



Women artists are shaking up the industry with multi-million-dollar sales, proving popular amongst buyers. Image credit: Louis Vuitton

In fact, a recent report from global art platform Artsy reveals that between 2012 and 2022, the category has grown by a whopping 4,071 percent, from \$5.28 million to \$220.24 million ([see story](#)).

Women in the field are gaining ground despite gender barriers. Although overall, female artists still account for very little of total auction sales, those who make contemporary pieces are on track to disrupt the industry.

Louis Vuitton's five picks are all women, aside from Ms. Tursic's partner, Mr. Mille, who is a sixth artist involved in the push.



The Capucines, a Louis Vuitton handbag, is getting a timely update from five artists. Image credit: Louis Vuitton

Based on the group of female pioneers, their collective reputation in a booming field and the timely trends that align with their works, it appears that the fifth edition of Artycapucines is primed for success.

"Fashion and art collaborations appeal to a larger market not just fashion buyers, but contemporary art buyers," Ms. Speck said.

"It also positions the bag, and the brand, as collector's items, not merely handbags, but works of art, which will appreciate in time."