

EVENTS/CAUSES

Louis Vuitton brings City Guide event series to Fotografiska Shanghai

October 31, 2023



As the Louis Vuitton Shanghai City Guide details what to do in the popular tourist destination, a month-long live activation serves as a central hub. Image credit: Louis Vuitton

By LUXURY DAILY NEWS SERVICE

For an iterative travel activation, French fashion house **Louis Vuitton** is drawing upon the expertise of creatives familiar with China's largest city.

The luxury staple is getting in at the ground floor of a cultural center's new branch with an event that accompanies the launch of its latest City Guide series entry. Open Oct. 12 - Nov. 12, 2023, "Nng H, Shanghai" titles Louis Vuitton's exclusive pop-up space at Fotografiska Shanghai.

Louis Vuitton goes "glocal"

In celebration of the launch, Louis Vuitton is setting up shop at a popular site with locations worldwide, as Fotografiska's first photography and art museum in Asia opens its doors.

At home base, a bookstore, gift shop and caf welcome guests, while a variety of mini-activations including architecture tours, film screenings, jazz performances, cultural talks and children's workshops fuel the month-long festival.

Reservations can be booked using the Louis Vuitton WeChat mini program.

Shanghai is the 30th city to receive an edition of Louis Vuitton's initiative, first established in 1998, each volume furthering the "Spirit of Travel" for which the brand is known.

"Nng H, Shanghai" Pop-Up Space. Louis Vuitton unveils an ephemeral space featuring a bookstore, gift shop, and caf as well as lively events at the new Fotografiska until November 12th. Discover more at

<https://t.co/AqR4vzmBoh>

Louis Vuitton (@LouisVuitton) **October 30, 2023**

Print and digital versions of the handbook feature input from independent writers, guests and other global citizens. The Louis Vuitton Shanghai City Guide proves no exception.

Guest-edited by Bao Yifeng, cofounder of Shanghai-based contemporary art fair ART O21, the read will offer a local perspective on what to do in the popular tourist destination, while the live activation serves as a central hub.

A digital version of the City Guide will be free to download via Louis Vuitton's mobile app throughout the duration of the pop-up, open from 10:30 a.m. to 10:30 p.m. daily.

The label Vuitton has also announced plans to launch an exclusive Chinese series as part of its inaugural broadcast, "Louis Vuitton [Extended] The Podcast" ([see story](#)).

The first episode of the special-edition release is now live on the Xiaoyuzhou app.

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