

APPAREL AND ACCESSORIES

Louis Vuitton announces official partnership with Australian Open

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The brand has become the official trophy trunk partner of the Australian Open. Image courtesy of Louis Vuitton

By LUXURY DAILY NEWS SERVICE

French fashion house **Louis Vuitton** is debuting cases for yet another sporting event's top prize.

The brand has become the official trophy trunk partner of the Australian Open, which begins in Melbourne on Jan. 14, 2024. Working alongside Tennis Australia, the tournament's governing body, Louis Vuitton has crafted two bespoke chests: one will hold the women's Daphne Akhurst Memorial Cup, and the other, the Norman Brookes Challenge Cup for men.

"After the Trophy Trunks created for the Rugby World Cup and the Ballon d'Or in 2023, we are proud to announce this new partnership with the first Grand Slam tournament of 2024, which once again shows that Victory travels in Louis Vuitton," said Pietro Beccari, chairman and CEO of Louis Vuitton, in a statement.

"For more than 170 years, the Maison has been creating trunks that embody excellence, creativity and audacity, all values we share with the world's greatest sporting events."

Love of the sport

For the partnership, Louis Vuitton and Tennis Australia collaborated to bring forth brand-new cases.

"Louis Vuitton is renowned for creating iconic trunks and we are delighted with the stunning handcrafted custom trunks created for our historic Australian Open trophies," said Craig Tiley, CEO of Tennis Australia, in a statement.



The trunks both showcase and protect the trophies. Image courtesy of Louis Vuitton

"The Australian Open and Louis Vuitton both share a commitment to unparalleled excellence and innovation, while retaining great respect for history, tradition and the celebration of legendary achievement and skill."

Handcrafted at the maison's Asnières workshop outside of Paris, the trunks nod to Louis Vuitton signatures first introduced in 1858.

Like these historic designs, the two new trophy holders feature wooden frames, brass corner protectors, clasps and locks. A contemporary update lines the in a blue microfiber, referencing the tournament's color palette and court hues.

Covered in monogram canvas, a "V" for victory and Vuitton painted in white appears upon the two front panels of the lozine leather trimmed chests. Both fold back to a stationary position that showcases the trophies within.



The chests are covered in the house's monogram canvas. Image courtesy of Louis Vuitton

Placing the Australian Open's "AO" logo printed on the bottom of the lid on display, the dual trunks will be shown during

women's and men's finals kickoff ceremonies on Jan. 27-28, 2024, slated to appear again as part of prizegiving programming.

The partnership marks the latest development in a series of continued efforts from Louis Vuitton to establish strategic affiliations with prestige sports world players ([see story](#)).

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