

APPAREL AND ACCESSORIES

# Louis Vuitton to drop collaborative capsule with Tyler, The Creator

February 21, 2024



*Taking a creative lens to classic offerings, the rapper's touch can be seen throughout. Image courtesy of Louis Vuitton*

By LUXURY DAILY NEWS SERVICE

On March 21, 2024, French fashion house Louis Vuitton is launching a new men's collection.

The spring capsule is part of a just-announced collaboration with Tyler Gregory Okonma, the American rapper known professionally as Tyler, The Creator. Spanning accessories, footwear, jewelry, lifestyle goods, bags and apparel, the selection brings together Louis Vuitton's brand codes and the musician's personal style.

"Tyler has been my close friend and collaborator for years and we've always connected on music and design," said Pharrell Williams, men's creative director at [Louis Vuitton](#), in a statement.

"This collaboration is unique to Louis Vuitton because it's a natural extension of our LVERS philosophy, building on our network of incredible artists and creatives," Mr. Williams said. "There are so many elements specific to Tyler built into these pieces and it's been inspiring to see him hone in on his craft and collaborate with him for this Spring collection."

## Music meets fashion

This marks Tyler, The Creator's first standalone collection done for Louis Vuitton.



*The musician put little twists on classic Louis Vuitton emblems such as the LV Flower. Image courtesy of Louis Vuitton*

Taking a creative lens to classic offerings, the rapper's touch can be seen throughout. Featured on the items is what the house is

calling the Craggy Monogram, a hand-drawn version of its famed emblem done by the celebrity.

The chocolate, vanilla and pastel-hued icon nods to the maison's famous pastry shop in Paris. Meanwhile, daisies and Airedale Terriers, a common find in the singer's visual universe, are hidden within LV Flower motifs.

These elements decorate denim dungarees, down jackets, denim jackets, windbreakers and denim pants.

Raincoats incorporate details from Louis Vuitton trunks, and leather varsity jackets are adorned with blooming logo embroidery.

Louis Vuitton is pleased to unveil the Men's Spring 2024 Capsule Collection, designed by Men's Creative Director [@pharrell](#) and multi-disciplinary artist [@tylerthecreator](#). Launching March 21st. [#TylerTheCreator](#) [#PharrellWilliams](#) [#LVMenSpring24](#) [#LouisVuitton](#)

Louis Vuitton (@LouisVuitton) [February 21, 2024](#)

Tyler, The Creator's popular preppy aesthetic shows up with collegiate knitwear, blouses and vests. Pleated shorts, traditional chinos and golf outerwear add to the effect.

Golf bags and sneakers double down on this.

The capsule also includes belts, dog carriers, messenger bags, pouches, loafers, pocket organizers, caps, scarves, bracelets, derby boots, leather slides, sunglasses, sandals, bucket hats, slippers, trainers, rings, necklaces and a special-edition Courier Lozine 110 trunk.

Finally, items such as monogrammed cereal bowls, golf kits and travel chessboards the set's pieces have sketches on them that were done by Tyler, The Creator lean into the booming lifestyle category.



*Golf is a trend found throughout the capsule, adding to its preppy feel. Image courtesy of Louis Vuitton*

"My main focus was making things I would wear all the time," said Tyler, The Creator, in a statement.

"I dress the same in a meeting as I do a performance or grocery store trip, so hand drawing the monogram felt like the perfect balance to me," he said. "The chessboard is one of the greatest things I've made and is definitely my favorite thing from the collection.

"P has always left a door open for me, but I still can't believe this one."

This is not the first time that the 32-year-old has worked with Louis Vuitton, having provided the soundtrack for the fall/winter 2022 men's show. No stranger to luxury, he has also been tapped by Italian fashion label Gucci ([see story](#)).