

APPAREL AND ACCESSORIES

Louis Vuitton engages with Thai market via experiential programming

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The opening is referred to as LV The Place Bangkok. Image credit: Louis Vuitton

By ZACH JAMES

French fashion house Louis Vuitton is venturing further into the lucrative Asian market.

Reframing its European heritage for a Thai audience, the maison is out with videos and social media content that showcase a new boutique and kick-start multiple fresh activations in the country. Partnerships with local talent, culinary pursuits and artistic exhibitions are just a few moves Louis Vuitton is making to embark on what it is calling a “bespoke cultural voyage.”

Cultural hub

Through the programming, Louis Vuitton is positioning Thailand as being a core part of the luxury scene.

Spanning fashion, creativity and food, the brand’s activities bring its image to life in the Southeast Asian nation. In the capital city, the opening of a new boutique called LV The Place Bangkok begins the entire effort.



The exhibition space serves as a celebration of the maison’s motifs. Image credit: Louis Vuitton

The mixed storefront-restaurant location features a vibrant shop within.

On offer are the latest collections of ready-to-wear, accessories, handbags and luggage.

The retailer also offers a bespoke personalization service, which extends classic perks with a localized twist. A “Nong Vivienne”

design can be hot-stamped onto items, the iconography created specifically for this opening and residents of the surrounding spot.

Appointments to visit the retailer can be made online now.

Louis Vuitton is likewise celebrating the culinary achievements of the space and its talents.

Bringing food to the forefront, the label is bringing attention to the bites that could grace the palettes of global audiences upon engaging with brand touchpoints. This includes the Bangkok boutique, where Le Caf Louis Vuitton serves up small plates inspired by maison heritage.

The menu items take cues specifically from the maison's long history of emblematic motifs.

Louis Vuitton presents Gaggan at LV The Place Bangkok

Pastries, ice cream, chocolates and coffee indulge visitors' gastronomic splurge of choice.

In a video that is just over one minute in length on the Louis Vuitton YouTube channel, another eatery in the shop and collaboration is presented to the world. The short film reveals acclaimed dishes concocted in partnership with award-winning Indian chef Gaggan Anand.

Through up-close shots, the company showcases the artistry that can come forth from combining fashion and food, a move that spotlights the true interdisciplinary nature of the Louis Vuitton trade. With hands in many pots, this could help it weather the difficult socioeconomic landscape that is knocking many peers down a peg.

Gastronomy is just one of the many trades outside of fashion that Louis Vuitton is digging deeply into as it embraces the experiential model of luxury. In fact, those with a love of highly refined plates will find themselves catered to in the Bangkok store.

#LVThePlace #Bangkok. Amidst the distinctive restaurant Gaggan at Louis Vuitton, House Ambassador **#UrassayaSperbund** indulges in the gastronomic universe with renowned Chef **#GagganAnand**. Experience an exquisite food journey at <https://t.co/dQqQ7oQUli> **#LouisVuitton** pic.twitter.com/CF4Jw89hFK

Louis Vuitton (@LouisVuitton) **March 16, 2024**

Mr. Anand is bringing his two-Michelin-starred restaurant Gaggan to the space, marking the luxury brand's first full-service establishment in South Asia.

Gaggan at LV The Place Bangkok features a seasonal menu that melds Thai and Indian cuisine into a food journey to be remembered.

"When Louis Vuitton and Gaggan collaborate, collaterally doing things to bring two cultures together," says Mr. Anand, in the film.

"Food is a culture, is a lifestyle; fashion is a culture, a lifestyle," he says. "We collide, we create," he said. "And that's exactly what I call art."

In another film of the same length, Thai actress and model Urassaya Sperbund explores the restaurant. As a brand ambassador for Louis Vuitton and a native to the country, she provides a distinct viewpoint that unites the French house's world and the lens of those who call the nation home.

Famous visitors uplift the newly-launched establishment

She tries out the food in the visuals, expressing excitement over the plates and decor.

Each item on the menu follows Mr. Anand's Five S's: sweet, sour, salty, spicy and surprise. He joins her in a tasting, and together they share with viewers their opinions about the flavors.

Tables can be **booked** online now.

Louis Vuitton is doubling down on the relationship-building with Thailand with another slot starring Ms. Sperbund.

In a new episode of the [Extended] podcast series, she is interviewed about her career, living in Bangkok and Nicolas Ghesquire's latest show. Among other things, she also speaks to culinary adventures, falling in line with the house's efforts to dig deeper into the food world.

Louis Vuitton [Extended] presents a conversation with Urassaya Sperbund

An artistic exhibition called "Visionary Journeys" joins the gastronomic ventures Louis Vuitton is exploring in Thailand.

Details are sparse on the immersive activation designed by Shohei Shigematsu, a partner at international architectural firm OMA. However, the maison states that through the multiple rooms and display areas, visitors will get to know Louis Vuitton's innovative spirit, savoir-faire chops and love of travel.

Reservations to explore the experiential opening in-store are available on the brand's [website](#).

South Asian luxury

Louis Vuitton is joining a variety of high-end peers embracing the region, with Thailand serving as a hub for engagement.

Louis Vuitton presents a day at LV The Place Bangkok

The maison is enlisting brand ambassador and Thai singer Kunpimook Bhuwakul, better known as BamBam, a member of boy band Got7, for a 1:30-minute short film.

In it, he highlights LV The Place Thailand, going through what a day could look like at the spot. Scenes incorporate shots of "Visionary Journeys," Le Caf Louis Vuitton and the storefront itself.

The video supports Louis Vuitton's push to position itself as a provider of all-day shopping experiences for guests.

With his group achieving 1.6 million monthly listeners on Spotify, making the rapper the face of this effort allows the maison to tap into a seemingly loyal fanbase. It also lends the opening and its offerings another celebrity's endorsement.

LV The Place Bangkok. House Ambassadors [#BamBam](#) and [#UrassayaSperbund](#), joined by [#ChanikanTangkabodee](#), share their impressions of the new cultural destination, LV The Place Bangkok. Discover more at [#LouisVuitton pic.twitter.com/fh1Dw5pRUe](https://t.co/ujmeq4E4rT)

Louis Vuitton (@LouisVuitton) [March 17, 2024](#)

Louis Vuitton joins many others in the high-end sphere in seeing Thailand as a valuable market to engage with.

Hospitality, a sector highly prevalent in Southeast Asia, has seen many names opening new locations in the country and Bangkok, specifically ([see story](#)). Also in the capital, jewelry brands such as Swiss watchmaker Vacheron Constantin ([see story](#)) have welcomed flagships.

As demand for luxury in the region continues to grow, multifaceted campaigns and programming such as Louis Vuitton's latest slots will surely multiply.