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## Louis Vuitton enlivens book travel series with photography

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By JEN KING

French apparel and leather goods maker Louis Vuitton is reasserting its association with luxury travel by republishing its City Guides book series, marking the collection's 15th anniversary.

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**Luxury Daily**

Louis Vuitton's City Guides, considered a cult favorite by brand enthusiasts, features travel guides to fifteen international destinations. The 2014 City Guides series is likely to appeal to affluent travelers who look for an enriching and immersive travel experience, although not all buy into the idea.

"Honestly, I don't get what they're doing and why," said Paula Rosenblum, managing Partner at [RSR Research](#), Boston.

"The world doesn't really need another travel guide, there are tons of them out there," she said. "And I don't at all understand why it's an actual book, versus some kind of ebook or mobile application.

"It's very old school, and not really in any kind of good way."

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

Louis Vuitton was unable to comment directly.

Off the map

The City Guides series covers Paris, Beijing, Sao Paulo, Seoul, Sydney, Tokyo, Venice, Italy, New York, Moscow, Los Angeles, London, Cape Town, Mexico, Miami, Florida and Hong Kong.

The complete 15-book box set, presented in a varnished wood case, can be bought for \$616 and is available in only a 3,000-piece reserve in various colors. Individual City Guides retail at \$41 each.



### *Louis Vuitton's City Guides box sets*

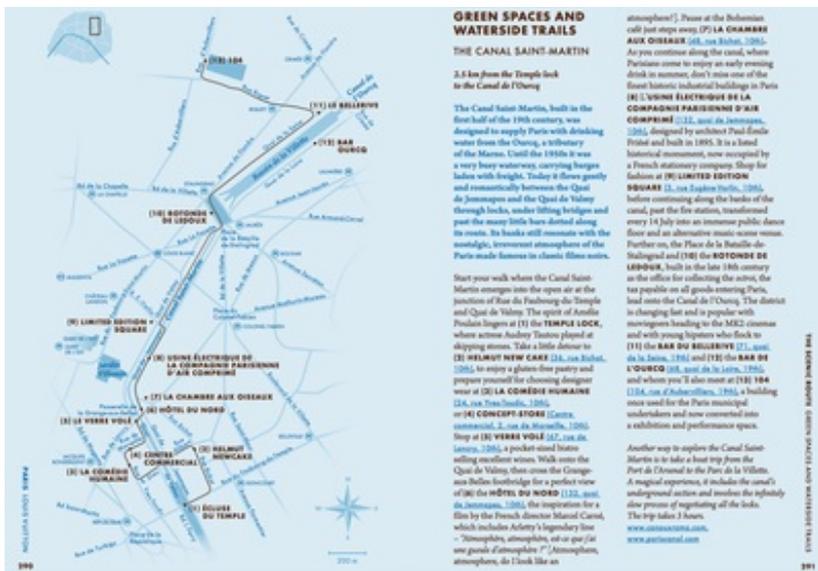
The 15th-anniversary edition was reformatted and includes new cities and features to reflect the change in the travel sector over the years since the series was first launched in 1998.

Featured content brings readers a plethora of classic tourist spots, avant-garde destinations and secret spots coveted by local residents. Written by over 50 writers and celebrities, the City Guides series aims to bring the destinations to life through the eyes of well-known individuals.



### City Guides front and back covers

Topics covered include the best hotels, the best chocolate shops, boutiques and dance clubs in a particular city. The series does not focus on price range or current hot spot and tries to give readers an accurate depiction of a city's persona.



### Paris sample page

For jetsetters who only have a limited time to explore a new city, Louis Vuitton included a “24 Hours in Town” section that gives tips for layovers and short trips. The “Scenic Route” section offers themed itineraries for those looking to experience a certain element of a city.

To reflect Louis Vuitton’s affinity for travel and its heritage of designing fine luggage each book includes a section showcasing the brand’s art of packing.

Also new to the City Guides series is photography. The complete series includes 300 photographs of the included destinations photographed by photographer Tendance Floue.

To further promote the book collection, Louis Vuitton create a two-minute social video that takes viewers from Beijing to the canals in Venice, Italy.



### *Traveler on the canals of Venice, Italy - video still*

Each scene shows a young traveler, with a City Guide book in hand, exploring a new destination.

Embedded Video: [//www.youtube.com/embed/Ur6GpPasuFk](https://www.youtube.com/embed/Ur6GpPasuFk)

### *The New Louis Vuitton City Guides*

Inside access

Content curated by luxury brands enables consumers to view the world through the eyes of their favorite brand.

For example, French jeweler Cartier is expanding the reach of its publication, Art magazine, to a wider audience through a new iPad application that allows readers to experience the issue with interactive features.

Cartier's free iPad app features the jeweler's 34th edition of Art magazine, a publication that explores different ways to perceive art and the art of living. Issue No. 34 of Art magazine focuses on the art and culture of Paris through editorial content, video and photography ([see story](#)).

Similarly, online menswear retailer Mr Porter is partnering with four apparel and accessory brands and bespoke travel agency Black Tomato to curate a video series highlighting destinations around the world.

The "Insider Track" video series will be told through the perspective of men living in the featured destination. Using Mr Porter's core demographic in the series will likely raise interest in Black Tomato's services while generating purchases as those who book with Black Tomato prepare for their trip ([see story](#)).

Although nicely executed, the City Guides series may miss a large percentage of consumers due to its medium.

"If it was an ebook, or an app, it would be a whole other thing," Ms. Rosenblum said.

"I can't relate to them coming out with a book and it sure doesn't target millennials," she said.

"If anything, it targets baby boomers but, then, those should be the people in the video."

Final take

*Jen King, editorial assistant on Luxury Daily, New York*

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