

An Exploration into the Genius Visual Culture of Louis Vuitton & What We Can Learn from It

How does Louis Vuitton use visual merchandising and visual strategies to successfully build a brand image of unmatched art and design, create lucrative experiences, and to sell billions of dollars worth of products?

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Abstract

High fashion is a multi hundred-billion dollar industry with profound influence and power over the clothing market. Most luxury houses, such as Louis Vuitton, make exceptional products; from handmade dresses to exotic skin handbags. However, contrary to popular belief, these products do not sell themselves, and thus, require an extraordinary visual merchandising effort by the brands to boost product appeal. To do this, LV strategically designs their boutiques, exhibitions, and events to generate extraordinary amounts of visual appeal in order to lure customers. They erect calculated facades to emanate a sense of luxury, which, in turn, creates the billion-dollar luxury experience that people pay for.

In this paper, I intend to investigate this widely unnoticed yet lucrative operation. In the world of luxury, there is something profoundly interesting about how these elite marketing tactics are used by upscale fashion houses. This extreme level of visual merchandising is an art of its own.

To accomplish this exploration, I will employ the use of first and secondary primary sources, as well as specific design examples to explain the unique strategic

practices of Louis Vuitton– and explain why their particular designs matter. I will discuss, from the brand’s corporate point-of-view, how they pursue their artistic endeavors– such as using the publicity and shock-factor of clever collaborations, strategic use of location, social media, and robust design operations of exhibitions, stores, and more. In order to show the success and significance of LV’s designs. I will also use sources which are from the point-of-view of a consumer, to whom reacts to the visual merchandising of Louis Vuitton.

To fully investigate this topic and to get accurate, rich insights into the brand, I will also conduct interviews with employees who work at Louis Vuitton. Specifically, people who are responsible for building, designing, and “participating” in LV’s visual merchandising tactics in order to attract consumers.

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France, home of the Louvre, country of Marie Antoinette, and creator of the Palace of Versailles, lends the world another opulent creation to consume; the iconic fashion house of Louis Vuitton. Monsieur Vuitton, once an ambitious trunk maker who served Napoleon III, left an indelible legacy on the fashion industry by creating the world's greatest and most ubiquitous fashion label. Whilst many fashion houses perished over the years, nearly 15 decades after its founding, LV has secured an elite business status and has become a significant guiding force for the luxury market. Though vastly popular, its global domination is often unnoticed despite the company having generated over \$22.9 billion in revenue in 2022 alone.¹ Their billion dollar secret? LV has specially engineered a discreet and unique business operation that lures millions of consumers per year. Their commitment to quality products, ongoing innovation, profoundly captivating strategic

¹ ("New Record Year for LVMH in 2022" 2022) Louis Vuitton shareholder, earnings, and LVMH parent group revenue information disclosed by Yahoo! Finance sector.

design, and elite talent for visual merchandising has preserved the brand's multi-billion dollar valuation. Unlike most fashion houses, the brand's countless artists and skilled designers have kept LV relevant, profitable, and ever growing on a worldly scale.

Louis Vuitton's secret spell that fuels their extraordinary business operations, consists of precise boutique designs, phenomenal architectural elements, genius product placement, strategic exhibitions, eye-catching installations, effective pop-up stores, and unmatched client experiences.

What is Visual Merchandising & Visual Culture?

Visual merchandising is a marketing practice that encompasses the creative curation and manipulation of floor plans, architecture, lighting, technology, advertisements, and other elements to lure customers; making it, perhaps, one of the single most important aspects of running a successful business. Visual culture, a similar design operation as visual merchandising, refers to the "feel," "emotion," and "image" of a brand. A successful company possesses both a productive visual merchandising operation and a fortified, iconic visual culture.

Within the world of design strategies, industries differ in their visual marketing tactics, but many are unaware of the discreet yet significant practices of luxury fashion brands. For instance, the general population is aware of Apple's obviously lucrative marketing strategies, such as the company's use of sleek packaging, minimalist store design, and the constant innovation of products. However, less obvious is the mammoth value of the luxury fashion industry's visual merchandising and visual culture practices. Since their upscale clothing products are not necessities, but rather, capaciously materialistic items that cater to people's guilty pleasures, the brands must employ robust, complex, and lucrative visual operations to remain profitable. In this case, it is important to highlight the sheer significance of such operations, since the value of Louis Vuitton's practices amounts to a shocking multi-billion dollar revenue total a year, with its parent holding company, LVMH (Louis Vuitton Moët Hennessy), generating over \$87.1 billion in luxury sales.² These abnormal revenues, which make Louis Vuitton one of the most valuable companies in Europe, is a discreetly large number which can only be a result of the genius design strategies of the House.

² ("New Record Year for LVMH in 2022 - LVMH" 2023) LVMH, parent company of Louis Vuitton, discloses record year of earnings on their website. This includes information regarding the collective earnings of all sectors of LVMH, such as leather goods, jewelry, perfumes, cosmetics, and spirits. Currency is converted from euro to United States dollar in essay.

The Importance of Boutique Design

To begin, their overall boutique operations and design; a significant part of LV's success which differentiates the brand from other fashion houses. According to an LVMH Store Designer, Louis Vuitton designs their boutiques to be an immersive atmosphere rather than a store itself.³ The Designer claims that LV uses their boutiques to construct a saleable visual culture of the brand where customers, who are enamored by their opulent surroundings, can purchase a part of the experience— a similar tactic that Disney uses to sell merchandise within their theme parks. The strategy is to create a Louis Vuitton fanbase where the helm of the brand is its art and design talents and where the products are just “fan merchandise.”⁴ In an LVMH-released article titled “The Art of Retail,” the brand discusses their exploration of trendy boutique styles and designs, which, according

³ (“The Art of Retail - News Folder LVMH” 2018) LVMH, parent company of Louis Vuitton, discloses their retail design initiatives and clearly states their design and artistic intentions when fabricating a retail environment. Such information, paired with a private interview with a designer at Louis Vuitton, conveys the concept and strategy of LV's boutique designs.

⁴Private Louis Vuitton Interview with a Designer; during the interview, LV's sales initiatives and marketing tactics were discussed. It is assumed that LV intends to portray itself as a “lover of the arts,” rather than a materialistic brand selling billions of dollars worth of products. Employees, during training, are often brainwashed into this belief.

to them, is “an integral part of Louis Vuitton’s DNA.”⁵ As part of their DNA, the brand makes strategic initiatives by partnering with local artists to construct a mesmerizing habitat by adorning the walls, ceilings, floors, and facades of the boutiques with captivating elements that invite customers into a worldly experience of artwork and interest. In just LV’s flagship Champs-Élysées store in Paris, 22 different artists were recruited to fill the boutique with sculptures and artwork in an effort to create a museum-like feel as seen in Figure 1.⁶ Also, as part of the company’s artistic endeavors, as seen in Figure 2-4, a giant colorful sculpture of a man, a glimmering bronze installation, a swirly colorful pattern, and a star of “rebirth” erected on the facade of LV’s Place Vendôme store, were, according to an interview with LV Sales Associates in Paris and New York City, purposefully built to be eye-catching designs in order to invoke a feeling of luxury, prestige, and high-achievement, resulting in the subsequent injection of these emotions into the shopper.^{7*8} In tandem with the interior installments and facades,

⁵ Refers to Footnote 3 as well. These two sources, including an article by LVMH and a private interview, discuss LV’s design strategies and their “DNA” which includes, but is not limited to, exceptional craft, innovation, and fabrication of the future.

⁶ (Hawkins 2017) In the Hawkins article, artist Peter Marino’s LV facade creation is discussed in detail. The symbolism of such a piece represents rebirth, as well as the world’s hunger for old and modern French culture. Different artists were also discussed and a few of LV’s design partnerships and operations are discussed.

⁷Private Louis Vuitton Interview with a Sales Associate who works inside of a verified Louis Vuitton boutique, via call, confirmed LV’s strategic design operations of eye-catching architectural creations, such as the facades. She specifically discusses LV’s involvement in the iconic real estate investment of their flagship boutique.

⁸ (Rowan 2004) In this article, the design of LV’s 5th Avenue boutique is discussed. Such details pair perfectly with the Private Louis Vuitton Interviews, in which a strong confirmation of LV’s design operations and strategies are

window displays are vital to the brand's marketing strategy. Louis Vuitton's France and Japan boutiques shown in Figure 5 and 6, possess conspicuous mannequins not only dressed in details but also positioned against bright backdrops that work to lure passerbyers and boost the "artistic public image" that the company strongly pushes.⁹

The Store Designer also touched on the use of strategic mood lighting and sound in the stores; including the precise illumination of certain handbags, use of natural lights, reflective material of the walls and shelves, and the complex auditory systems built into the boutiques. In an article titled, "Case Study: Creating a new audio experience inside Louis Vuitton stores," it is said that LV recruits sound engineers who know the pivotal role of music in creating a signature and warm LV environment.¹⁰ The article suggests that sound is an important sense to manipulate since they claim; "(Sound is a) critical part of the space's (store's) environment that is meant to create a mood, (and) elevate the senses." The fashion house has mastered auditory design so much so that sound engineers have even suggested that; "The hotel design community take inspiration from how Louis

made. The article discloses a few of the tactics that LV uses to generate publicity and prestige surrounding their brand.

⁹ Private Louis Vuitton Interview; consistent with prior sources, a Louis Vuitton employee yet again confirms that the brand attempts to "push" an artistic agenda in order to uniquely position itself against other fashion brands; both low and high-end.

¹⁰ ("Louis Vuitton Case Study | Waitwhile" 2017) In this source, a case study pertaining to the auditory science and experience behind LV's boutiques is thoroughly discussed through Sonance; the audio performance system built into each LV store. LV carefully curated their boutiques to wonderfully serve each human sense- sound being one of them.

Vuitton created an experience, using audio software, to enhance the overall shopping journey.” Such a statement is a testament to LV’s leading role in the design world of retail. The soundtracks, beats, and sound “zones” of LV’s stores are all designed to every last detail– an investment that many brands do not dare endeavor in.

Publicity from Architectural Genius

Additionally, the Store Designer explained the obnoxiously beautiful exterior appearance of the overall stores themselves, rather than simply the facades and displays.¹¹ In many locations, entire LV stores are shaped and engineered into strikingly stunning architectural masterpieces. For instance, in Figures 7–10, one would notice the incredibly

¹¹ Private Louis Vuitton Interview; in a private LV interview with a store architect and designer, it was confirmed, as well as through visual evidence, that LV invests a great amount of time, energy, and effort into constructing beautiful, unique architectural masterpieces (boutiques) in order to generate buzz about the brand. They lure consumers using lighting techniques, glass, shimmering elements, giant electronic screens, captivating architectural construction methods; large arches, bends, windows, and more, to create a truly fantastical view.

distinctive architecture of Louis Vuitton's stores. From the Middle East's immersive stores featuring large Vivienne Dolls (LV's mascot) and sectioned pieces, to Singapore's floating boutique, to Japan's wind-sail aesthetics¹², the House's ambitious architectural agenda is evident. In partnership with architects such as Peter Marino, it is in LV's DNA to manufacture exquisite and dramatic buildings in order to attract publicity and increase interest in the company. Store designers draw on local cultural influences to inform their work. Jun Aoki, a respected architect for the House, describes LV's self-recognition that they achieve higher artistic abilities than any other fashion company since he says: "We must always look for innovative opportunities to stretch our boundaries. It may be challenging, but that is what makes it (us) fascinating."¹³ Such a statement is consistent with an architect at LVMH, since they say that it is non-existent for any other fashion

¹² ("Louis Vuitton Celebrates Unique Ties with Japan with Opening of New Flagship in Osaka - LVMH" 2020) Evident in the article and in the manner in which LVMH describes their builds, the LV Osaka flagship store is a beautiful testament to LV's craftsmanship and expertise at designing eye-catching boutiques. Such evidence, such as this source, can be paired with the words of the architects and designers themselves at the brand, and together, they form a strong blend of primary sources. This article confirms the mission and grandeur that the Private Louis Vuitton Interviews have uncovered.

¹³ ("Jun Aoki: A Creative Vision Documentary - LVMH" 2023) Aoki, an architect for the House, describes the excellence in which LV strives for. In doing so, he essentially states that LV is a brand leader to some extent; in the way that their ambitions, goals, and success have turned out to be extremely fruitful and lucrative. Conceptually, LV has mastered the art of architectural / retail design, and Aoki, a faithful Japanese architect, confirms such a statement.

brand to boast such spectacular store designs in dozens of cities across the world, even including sister brand Christian Dior.

Ultimately, the Store Designer, who is assigned specific tasks according to the marketing department of Louis Vuitton, stressed the lucrative and impactful success produced by such details. She claims that by LV investing in “art” and “experiences,” consumers are more attracted to its products due to the brand’s flamboyant, exuberant, and feel-good boutiques.¹⁴ This multi-billion dollar sneaky strategy of gaining “value points” through clever design is often overlooked and not well-achieved by other brands.

Not only does the House know that their designs work from financial reports, but also from the first-hand accounts of their consumers. In the success story, titled “How Louis Vuitton Won Me Over with Experiential Retail,” the client explains the precise details and intricate strategies that made her fall victim to the House’s strategies.¹⁵

The Grave Impact of Product Placement

¹⁴ Private Louis Vuitton Interview; in this interview, an employee essentially confirms the majority beliefs of luxury fashion; to serve those who are encapsulated by the luxurious world of designer goods. These folks are essentially victims of the industry; with LV being a major culprit.

¹⁵ (Team Vue.ai 2021) In this article, a consumer confirms being a victim of LV’s experiential retail operations. This, in itself, is the exact result that LV envisions. It is a confirmation of the House’s extreme efforts to win customers over.

Even more, in continuation with such an idea, LV's successful business plan can also be attributed to its distinct talent for product placement in their stores. In an exclusive interview with a Senior Visual Merchandiser at LV, it was disclosed that the position of certain handbags within the decorated stores can have lucrative visual and emotional impacts on the consumers. The brand, according to the Merchandiser, purposefully places their most exclusive and unique handbags on shelves aligned directly with the doorways, so as to make them visible from the exterior of the boutique, as seen in Figures 11 and 12. This decision forces intrigued viewers to enter the store to take a closer look, and thus, become exposed to the full selection of Louis Vuitton luxury goods. Employees engage with the customer and inform them of the latest collections, styles, and projects within the brand, and though it may not turn into an immediate sale, the eye candy and information of such products will psychologically plant a seed of desire and interest in the consumer; a spell that usually commands a sale later on. To enhance this effect, LV constructs architectural elements that uniquely display their handbags¹⁶, such as

¹⁶ Private Louis Vuitton Interview; in an exclusive interview with a store designer at LV, it is confirmed that their shelving units are specially made to make their handbags, particularly most expensive handbags, more appealing. Additionally, as insider information, it would be prudent to note that Autodesk, a leader in the CAD industry, has provided software specifically to the LVMH Group in order to specially design their boutiques.

a spiral shelving unit in the center of Louis Vuitton Selfridge's as seen in Figure 13. Even more strategic than this, is the fact that the fashion house actually uses their *own* products as part of the decor and construction of their boutiques. For instance, the fashion label has its own "Art of Living" collection consisting of games, sporting goods, furniture, flower pots, and dinnerware. According to an LV Interior Designer, in Figure 14, they seized this marketing opportunity by using Louis Vuitton Bell Lamps designed by Edard Barber and Jay Osgerby to create a stunning light installation suspended from the ceiling. Not only does this sparkling assemblage of lights emanate a sense of luxury, but is also clever product placement to advertise LV's \$5,600 lamp products.¹⁷ Another genius installation can be found in Louis Vuitton Seoul's flagship store where hundreds of \$375 LV Origami Leather Flowers by Atelier Oi hang in a graceful array of reds and pinks (See Figure 15). The genius also extends to the House's brilliant use of their monogram patterns in order to implant the brand's logo into people's minds. For example, LV's Doha boutique in Qatar was built in the shape of the company's iconic flower motif, so as to make their presence inside of the mall spectacular (See Figure 16). LV also discreetly

¹⁷ Private Louis Vuitton Interview; in an exclusive interview with an employee responsible for marketing and experiential retail at the brand, it was revealed that the company uses its own products in strategic design ways to generate publicity and brand appeal. They seize marketing opportunities when possible. Perhaps, an example, such as that in:

incorporates their motifs in certain products, such as the table tennis net in Figure 17.

Such a trend of using one's opportunity to advertise a product, in many of LV's silks one would find depictions of a few of the House's iconic handbags; a subtle marketing practice that makes the brand millions of extra dollars in sales.¹⁸

The Phenomenal Impact of Louis Vuitton Exhibitions

Whilst Louis Vuitton's boutique designs are integral ingredients for their recipe for success, their exhibitions and installations, pop-up stores, incredible techniques to retain loyal clients, and fashion shows play a pivotal, multi-billion dollar marketing role for the brand. To begin, according to a Senior Consumer Experience Officer at LV, exhibitions are both a marketing ploy to push the "museum image" that the brand strives for and a directed source of revenue generated directly from the people who visit such exhibitions.¹⁹

For example, in Figure 18, Louis Vuitton transformed an iconic building on Rodeo Drive

¹⁸ ("Zanellato/Bortotto Lanterne for Louis Vuitton Objets Nomades" 2023), the concept of using one's own products to advertise another product is quite literally LV's marketing tactic. In this source, however, it describes how LV takes inspiration from their handbags, such as their leather straps and metal feet, in order to construct their Lanernes. Similarly, a useful resource would also be: ("» Diamond Screen by Marcel Wanders Studio" 2022), since it shows yet another example of LV reusing their products or parts of products to reinvent something new.

¹⁹ Private Louis Vuitton Interview; it is known that LV is a for-profit company and will exploit any resources or retail techniques to generate incredible amounts of profit. One of LV's big money-makers is their use of pop-up stores, not only to generate direct revenue, but indirect revenue caused by publicity, word-of-mouth, and pure approval from the public.

in Beverly Hills, California, into a vibrant exhibition showcasing the life of Louis Vuitton himself. The building was strategically renovated in such a way that it blended perfectly with the culture of Los Angeles and its geographical features– such as capturing the colors of an iconic Californian sunset by erecting a pink and yellow ombre on the exterior of the building. The exhibition was designed to ultimately lead viewers to a retail area where LV’s newest products are beautifully displayed within the context of the exhibition– ready to be purchased²⁰ (See Figures 19–20). This sales technique is most commonly used by museums and aquariums where visitors are funneled in a gift shop before departing. LV fabricates this alluring tactic by using the grandeur and glamor of the exhibition to push product sales. The House repeats this tactic anytime they wish to sell certain products or promote specific collections. Other examples include the Art of Living Home Decor showcase that included a fully constructed dessert environment (See Figure 21), and Virgil Abloh’s Menswear launch in Figure 22. Smaller installations such as that in depicting a Christmas tree made of the House’s packaging, are effective as well in boosting brand appeal and awareness (See Figure 23). LV has found that by using their

²⁰(Cogley 2019) Such examples describe the immersive layout of the boutique in detail; such as the 10 dedicated rooms and pop-up store on the top floor.

unmatched talents to create and invest in sophisticated exhibitions is almost always well received by the public.

Significant Louis Vuitton Installations

Installations are crucial to building LV's winning visual culture. Similarly to its boutique designs, the House invests in kindling installation projects with the intention of catching worldwide attention. The brand flaunts its remarkable construction abilities and, according to a Sales Associate at Louis Vuitton, is always building installations to advertise their newest campaigns. For instance, in the highly profitable Louis Vuitton x Yayoi Kusama Collaboration, LV launched a full scale effort to erect Kusama-themed stores, grand installations, and unforgettable experiences. In Figure 24, a massive 15-meter high Yayoi Kusama sculpture towers over the iconic Harrods department store in London.²¹ The building is decked-out in Kusama's dots as with 27 window displays that were reserved by LV to further enhance the shock-factor and emotional impact of

²¹ (Burney 2023), (Boom 2023), Private Louis Vuitton Interviews; in multiple interviews with store managers, sales associates, experiential officers, store designers, and event planners, all claimed that art installations are paramount of LV's visual presence around the world. Such installations are specially designed to stand out yet assimilate with the cultural context in which they are situated. These claims match perfectly with the two sources provided. The sources explain the artistic grandeur of LV's Yayoi Kusama installations in London.

the collaboration on its fellow Londoners and the public. As part of their installation, the House also created on-brand desserts, decorated and built entire stores dedicated to the collection, manufactured dotted pumpkin, silver ball, a Kusama torso props, as well as an installed a dot-themed ice skating rink, an ice cream truck, and projected the campaign on Tokyo Tower (See Figures 25–33). According to a Sales Associate who has information regarding LV's highest-grossing or impactful installations, includes the megascale Miami menswear campaign that featured multi-story high sculptures and an expansive temporary residency decorated with full size cargo crates (See Figure 34–36). With dozens of vibrant installations scattered around the world, LV has mastered the art of harnessing the power of visual culture to boost their brand above and beyond.

Extraordinary Louis Vuitton Pop-Ups

In a similar way to LV's installations and boutique designs, their pop-up stores, which facilitate direct sales with consumers, are a necessary ingredient to the success of the brand. However, unlike normal boutique designs, these pop-up stores provide unique, contemporary environments that directly encourage new customers to purchase

limited edition products. According to a Store Designer and a Sales Associate at the brand, these temporary stores function as immediate publicity and revenue boosters for the House; whether it be pushing a summer collection or a certain line of limited products. Pop-up stores are more convenient, efficient, and less costly than exhibitions and installations, and thus making the products more accessible to consumers. In Figures 37 and 38, one would notice the incredible yet temporary fabrication of the House's various shops. Their pop-up stores are also built to assimilate with the local culture, as seen in Figure 38, in Yurt, St. Moritz winter town. In Figure 40, an LV pop-up store in SoHo, NYC, features a blue interior built out of pool tiles. To resemble the infiltration of sun rays in water, LV uses strategic lighting effects and transparent display tables to enhance the emotional and visual impact of the pop-up. In Figure 41, the store features an ocean wave design and textured floor to lure summer-goers as they shop inside of a mall.

Unmatched Dedication to Clients

The House's customer relations department, according to a Senior Consumer Experience Officer from Florida, is on a level of its own in terms of its grand budget and successful execution. To retain their beloved fanbase, LV pampers their clients by holding exclusive events; ranging from private shopping appointments, in-store fashion shows, dinner parties, and even bringing the store clients' homes.²² For example, unlike most brands, the House excels in hosting and designing shopping appointments. At invite-only events at the sole discretion of the brand, a select number of clients are granted the privilege to shop limited edition products, such as exotic crocodile handbags or Louis Vuitton High Jewelry (see Figure 42).²³ These experiences, which are usually held in the boutiques or at a temporary location, make customers feel exclusive and prestigious— but most importantly, the urge to buy products. For most loyal customers who are not part of the select few to be invited to their bi-annual fashion shows, LV, unlike other fashion houses, hosts mini fashion shows in their boutiques. At these in-store parties, they serve French viennoiseries, Moët champagne, and hire local models to strut down the aisles of

²² Private Louis Vuitton Interviews; LV experience officers and store managers, as well as other retail employees, have described the emotional and financial impact of intimate store events. These events, ranging from flower arranging classes, to afternoon tea, to Mother's Day celebrations, extend an additional warm welcome to their loyal clients, and thus, keeps clients returning to stores.

²³ (Paul dela Merced 2019) In this source, an exotic event hosted by Louis Vuitton in Jakarta, Indonesia, reveals just one of LV's exclusive events for their loyal clients. According to the Private Louis Vuitton Interviews, such events are integral parts of the brand.

the stores. According to the Experience Officer, these intimate events have a similar emotional impact on customers compared to those who attend LV's main fashion shows. Most stores, like Prada, Gucci, and Burberry, rarely, if at all, host in-store shows to promote their products. The reason for such lies within the budget, revenue, strategy, and level of investment that the brand wants to dedicate towards their clients. Louis Vuitton also hosts dinner parties inside of rented mansions, hosts high tea, organizes flower arranging, and many more events to keep their customers loyal. However, nothing tops LV's dedication efforts than their mobile stores which physically travel to a client's home (See Figure 43)²⁴

Louis Vuitton, A Leader in the Art of Retail

Louis Vuitton has undoubtedly dominated the fashion market and has exemplified the epitome of importance of visual merchandising, especially considering their unique

²⁴ (Ryma Chikhouné 2021) LV shocks the fashion world yet again by extending an additional welcome and white-glove service to their loyal customers. Consumers, who have a purchase history with the brand, can specially allow LV to bring a mobile store to their home so that clients may shop in the comfort of their residential area. This gesture is yet another defining feature of Louis Vuitton.

circumstance as a luxury fashion brand, as opposed to other industries. They have strategically engineered a highly-profitable business plan to captivate and generate conversation within the general public; in an achievable effort to gain traction with more consumers. Their influential power is an orchestra of highly trained professionals who know the potential to commodify art and design. Such individuals are the masterminds behind LV's visual merchandising techniques, exhibitions, and client experiences. From Paris's striking store designs, to Tokyo's glistening boutique, LV continues to manufacture successful pieces of art which not only enrich consumers, but also shareholders alike.

What was once a local trunk making business in France, started by a young artist boy, has developed into a living, multi-billion dollar example of the power of design; an empire built by artmakers and designers who, with innovation and profound intellect, have shown the world the momentous power of what art can do.

Image Index



Figure 1

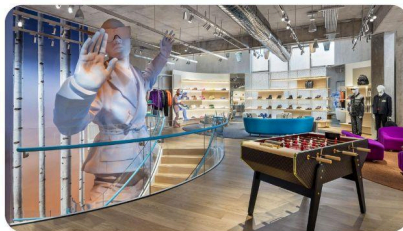


Figure 2

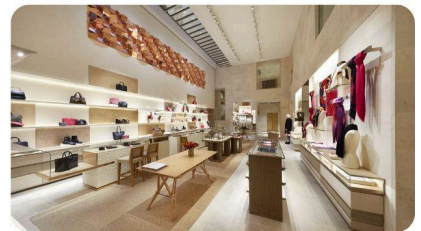


Figure 3



Figure 4



Figure 5



Figure 6



Figure 7



Figure 8



Figure 9



Figure 10



Figure 11



Figure 12



Figure 13



Figure 14



Figure 15

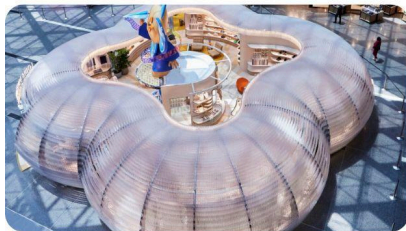


Figure 16

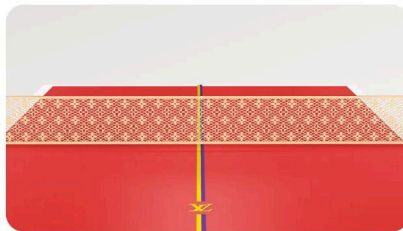


Figure 17

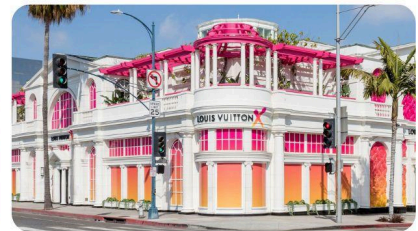


Figure 18



Figure 19



Figure 20



Figure 21



Figure 22



Figure 23



Figure 24



Figure 25



Figure 26

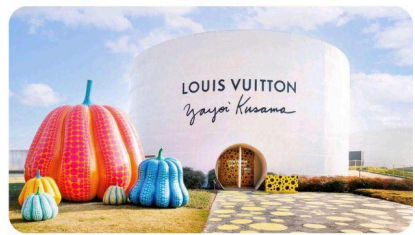


Figure 27



Figure 28



Figure 29



Figure 30

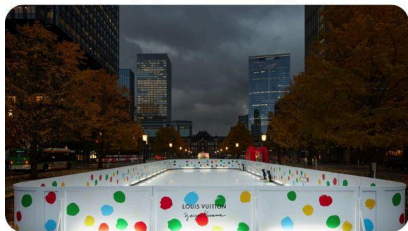


Figure 31



Figure 32

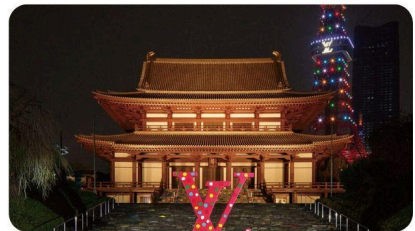


Figure 33



Figure 34

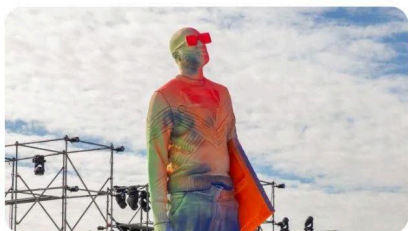


Figure 35



Figure 36



Figure 37



Figure 38



Figure 39



Figure 40



Figure 41



Figure 42



Figure 43

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Private Louis Vuitton Interviews

Senior Visual Director of Louis Vuitton
Senior Store Manager(s) of Louis Vuitton
Client Advisor(s) of Louis Vuitton
Senior & Intermediate level Visual Merchandisers of Louis Vuitton
(Product, Marketing) Merchandisers of Louis Vuitton
Employees of Louis Vuitton
Store Designers, (Lighting and Audio) Designers of Louis Vuitton.

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