



Louis Vuitton, of course, is blessed with a rich backstory. The label was founded in 1854 by Louis Vuitton, who specialized in trunk making at a time when travel wasn't a dreary chore but a glamorous event reserved almost exclusively for the wealthy and well-to-do. One didn't merely toss a weekend's worth of T-shirts and jeans into a carry-on at the time; whole wardrobes were packed in capacious, ornate hard-sided trunks and wardrobe boxes for weeks- or months-long journeys. **Vuitton cornered the market and became known for his craftsmanship, for creating a single-lock system with two spring buckles that was nearly impossible to pick (an innovation that is still in use today), and, of course, for the now-iconic logo of interlocking LVs that has become a shorthand for luxury.** Today, the brand still abides by the motto "The Art of Travel."

However, brands can't rest solely on their past accomplishments in an ever-changing world, and Vuitton was one of the first luxury labels to lead the charge. In March 1998, Louis Vuitton unveiled its first ready-to-wear show, shaking up its staid image in the process. Its early collections built the foundation of a fully fleshed-out brand universe, carrying a sentiment of wit and warmth that toyed with its reputation of sangfroid good taste and constantly challenged the idea of what it meant to be a luxury brand in the modern era. Ideas once unthinkable for the brand were now de rigueur, like subjecting the iconic LV logo to reinterpretation by Stephen Sprouse, who defaced it with pink graffiti, and artist Takashi Murakami, who refracted it through a fun-house mirror of cotton candy colorways. Murakami's collection even caught the eye of a new generation of Vuitton fans, including a young Virgil Abloh, whose first purchase from the label was an accessory adorned with Murakami's playful interpretation of the LV monogram.

Vuitton's menswear line began in March 1999, but it wasn't until 2011 that some of its most memorable collections came into fruition. That year, it was announced that British design phenom Kim Jones would be taking the reins. Jones' design sensibility was built on a mix of casual sportswear, elegant tailoring, and a global perspective. It didn't hurt that he also had his finger on the pulse and an uncanny ability to corral disparate influences to inform his work, tapping artists like the Chapman Brothers and the archives of Christopher Nemeth and the iconic punk designer and stylist Judy Blame for collaborations.

Jones had a shrewd eye, a voracious cultural appetite, and was brilliant at synthesizing street culture, high culture, the romance of a whirlwind, jet-setting lifestyle, and Louis Vuitton's devotion to craftsmanship, blending them with aplomb. They all came together most brilliantly in his Fall/Winter 2017 collection. It was there that the designer unveiled a collaboration with Supreme, showing just how porous the lines between skate culture and the upper echelons of the fashion industry had become—yet again proving the dominance of the once-niche streetwear genre. It created a sensation on social media and a frenzy when it finally went on sale in pop-up stores across the globe. It wasn't merely a seasonal collection; it was a cultural moment.



Opposite: Pieces from Virgil Abloh's Spring/Summer 2019 mens collection seen on the street, worn with boots from a previous Kim Jones collection. **Above:** LV Trainer Sneaker Mid-Tops designed by Abloh.