

HOME FURNISHINGS

Louis Vuitton centers lifestyle accessories in 'Art of Living'

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Louis Vuitton's classic travel trunks are coming home, serving as a nod to the past and future of the brand. Image credit: Louis Vuitton

By EMILY IRIS DEGN

French fashion house Louis Vuitton is reimagining the brand's travel trunk heritage to suit the modern era of staycation culture.

The new "Art of Living" programming is paying homage to the founder's love of travel, but from home, reaffirming Louis Vuitton's lasting relevance throughout historic eras including this pandemic-defining one where many are staying home more often. To capture this timelessness, the highly stylized campaign was filmed in Palm Springs, California, featuring 1960s and 1970s aesthetics in honor of the town's famous, mid-century architecture in the desert.

"Palm Springs is such an iconic town in so many ways," Christos Joannides, founder and creative director of [Flat 6 Concepts](#), Beverly Hills.

"It's a place where the Rat Pack owned second homes to escape the bustle of Las Vegas, and that attracted the old Hollywood elite that drove from Los Angeles for the weekend," Mr. Joannides said. "Before you knew it, it became the playground of the rich and famous.

"Pair that with the backdrop of the picturesque mountains, the weather and the stunning modern architecture and you soon realize that for a brand as iconic as Louis Vuitton debuting a retro collection, the choice was crystal clear."

The accompanying home accessories collection is available for purchase [online](#) and select boutiques.

On the house

Since its founding in 1854, Louis Vuitton has been at the center of the luxury travel world thanks to the famous savoir-fair trunks, durable craftsmanship and flexible designs.

The Parisian fashion house is looking to the homefront to express this classically away-from-home heritage, expanding the possibilities of the travel trunk and showing off its versatility.

"There is certainly something to be said about this new approach of diversifying the Louis Vuitton brand to home

and lifestyle goods," Mr. Joannides said.

"I believe that Louis Vuitton is the most forward-thinking brand of its size."

Louis Vuitton goes mid-century in Palm Springs

The campaign completely reimagines the function of the trunk, turning away from images of Alpine train rides and Parisian townhomes and towards a more grounded sense of place your own house.

Despite this grounding, the campaign is extremely whimsical, featuring indoor jump-roping, sparkling pool party decor, cocktail aesthetics and colorful rides about town on skateboards and in vintage cars, with pieces from the collection sprinkled throughout like the ping-pong table. The focus on play speaks to the current athleisure and in-home sports age a time when many are viewing leisurely recreation as something that can be done from the comfort of their home, rather than solely on vacation.

With the scenes being shot in Palm Springs the mid-century look provides an added level of recreation, but also of nostalgia, serving as a reminder that Louis Vuitton is truly a classic fixture in the luxury realm, having a place in any decade since the century before.



The colorful scenes evoke warmth, celebrating the desert sun and vibrant decade of the 1960s. Image credit: Louis Vuitton

The background music's inclusion of both twinkling piano and electric guitar of the 1970s, as well as the classically French accordion, there lies a further nod to Louis Vuitton's sense of self as a brand, bringing its Parisian home to the table.

All together, these moves speak to the current consumer demands taking on the luxury market, such as engaging campaigns, bright colors and most notably, a strong sense of self.

Young consumers especially are looking to find ways to spend their money in a meaningful way, hoping to support brands that not only reflect their own values, but that communicate identity. This allows them to connect with brands, and often leads to heightened loyalty.

Escapade ready. [#LouisVuitton](#)'s iconic trunks, Objets Nomades, and lifestyle accessories travel to the desert destination of Palm Springs in the new Art of Living campaign.

Louis Vuitton (@LouisVuitton) [March 28, 2023](#)

Youthful spenders are only further embraced through the very fact that this campaign is a reminder of the power of transformation a travel trunk can just as easily be stuffed with vacation clothes in the centuries-old streets of old Europe as it can be holding martini glasses in a Californian bedroom.

There are no limits, and this focus on the diversity of not only the trunks but Louis Vuitton as a brand, tells consumers that this collection (and brand) is for everyone who can afford it, regardless of lifestyle and regardless of whether or not you are at home.

Ageless aptitudes

Louis Vuitton has been successfully bringing in consumers of all ages for a long time now, recently stepping up alongside other luxury brands in welcoming Gen Z spenders to the table.

The newly-dropped Archlight 2.0 campaign tapped exclusively young celebrities, featuring not only Gen Z and

millennial faces, but styles that are popular among them such as cottage-core sneakers ([see story](#)).

The brand is also cognizant of millennials beginning to have children, unveiling its premier baby collection. The drop celebrated diversity, speaking to the high value young people place on inclusion and equity ([see story](#)).



The campaign fuses the future and the past in the visuals, appealing to all ages. Image credit: Louis Vuitton

This Palm Springs campaign is especially successful however, including both the youth and seniors in the release, combining messaging that is popular among young people with old-fashioned styles and imagery avoids alienating older consumers something that many luxury brands can fall victim to in the attempt to bring in Gen Z and millennial spenders. Not only that, but the brand's choice to keep pushing into the future while maintaining a strong sense of self is something to watch.

"I would not be surprised if other fashion houses follow in Vuitton's footsteps," Mr. Joannides said.

"Who knows, what comes next?" he said. "Perhaps a Louis Vuitton electric automobile built by Lucid.

"It's anyone's guess."