

Louis Vuitton

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Louis Vuitton

- is a French fashion house founded in 1854 by Louis Vuitton.
- The label's LV monogram appears on most of its products, ranging from luxury trunks and leather goods to ready-to-wear, shoes, watches, jewelry, accessories, sunglasses, and books.



LOUIS VUITTON

History

The Louis Vuitton label was founded by Vuitton in 1854 on Rue Neuve des Capucines in Paris, France. [7] Louis Vuitton had observed that the HJ Cave Osilite [8] trunk could be easily stacked and in 1858, Vuitton introduced his flat-bottom trunks with trianon canvas, making them lightweight and airtight. [7] Before the introduction of Vuitton's trunks, rounded-top trunks were used, generally to promote water run off, and thus could not be stacked. It was Vuitton's gray Trianon canvas flat trunk that allowed the ability to stack with ease for voyages. Many other luggage makers imitated LV's style and design.



- Motto of the house of Louis Vuitton: "Each suitcase has to combine high mobility and ease".
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The most valuable luxury brand

For six consecutive years (2006–2012), Louis Vuitton has been named the world's most valuable luxury brand. 2012 valuation was 25.9 billion USD.^[5] Year 2013 valuation of the brand was 28.4 billion USD with a sales of 9.4 billion USD.



Advertising campaigns

The Louis Vuitton company carefully cultivates a celebrity following and has used famous models, musicians, and actors such as Keith Richards, Madonna, Jennifer Lopez, Sean Connery, Hayden Christensen, Angelina Jolie, and most recently David Bowie in its marketing campaigns. Many rappers, most notably Kanye West, Juicy J and Wiz Khalifa have mentioned the company in certain songs.



Louis Vuitton in Russia

In Russia the Louis Vuitton company has five own shops — two in Moscow, one in St. Petersburg, one in Yekaterinburg (opening of the last happened on April 23, 2009) and one in Sochi. The boutique occupies the certain building built in the downtown

