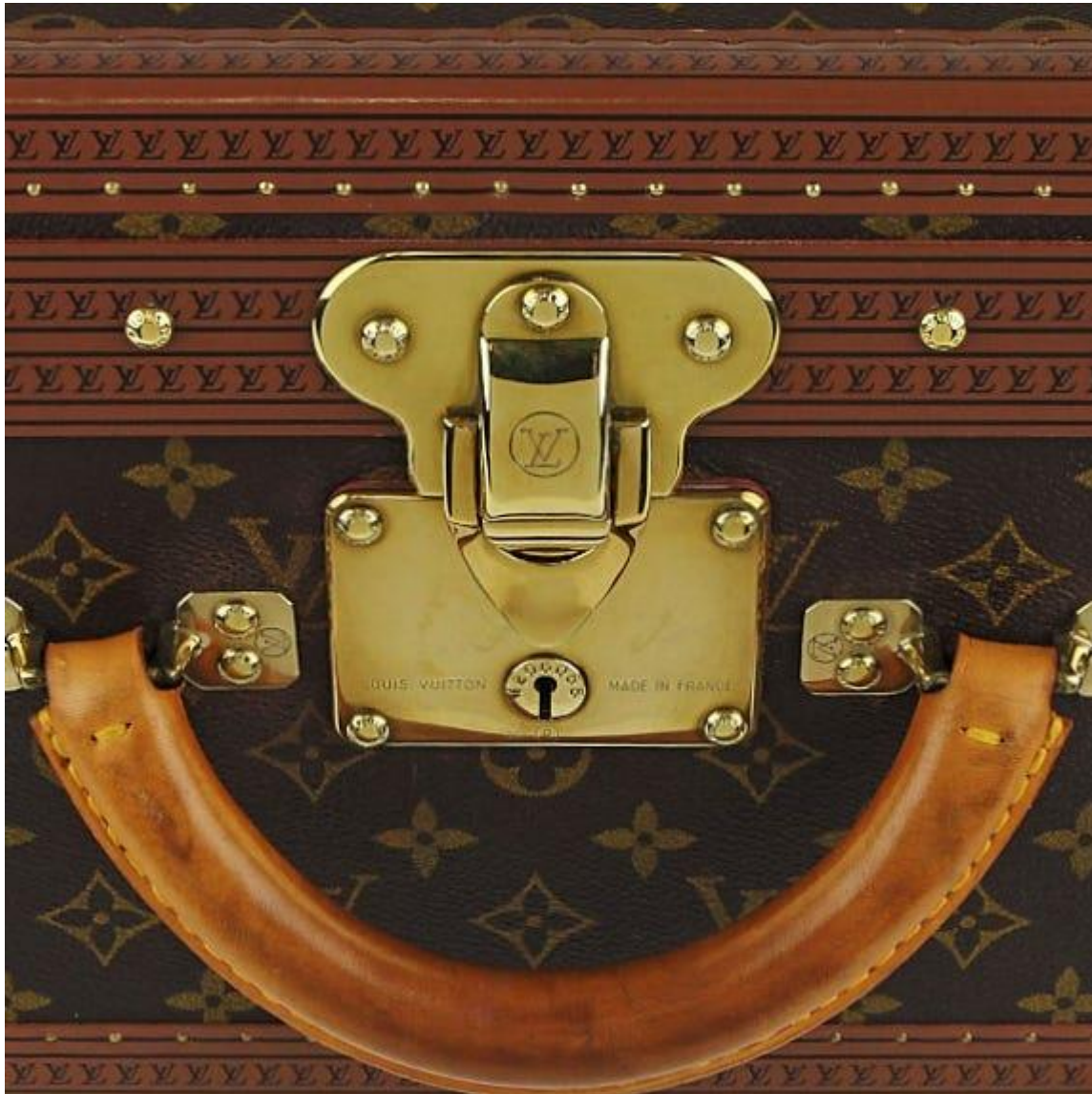


# Louis Vuitton History and Style Guide



Everyone knows the famous Monogram, but do you know the actual history of the Louis Vuitton company? The original Louis Vuitton company was founded by Louis Vuitton in 1854 on Rue Neuve des Capucines in Paris, France. Originally a luggage maker, Louis Vuitton realized that flat trunks could be stacked, as opposed to the rounded trunks that were more popular at the time. In 1858, Vuitton introduced his flat-bottom trunks and France went wild. Everywhere, luggage makers or malletiers, started to imitate Louis Vuitton's designs.

In 1892, Louis Vuitton died, and the company's management passed to his son, Georges Vuitton. Georges Vuitton had a vision for the company and wanted to grow it into a worldwide company. Then, in 1896... something huge: Georges Vuitton created the iconic Monogram Canvas. By 1913, the Louis Vuitton Building opened on the Champs-Élysées, which was the largest travel-goods store in the world at the time. Soon after, stores were opened in New York, Bombay, Washington, London, Alexandria, and Buenos Aires.



In 1936, Georges Vuitton died, and his son, Gaston-Louis Vuitton, assumed control of the company. Gaston-Louis began to incorporate leather and transform the Monogram canvas into a more pliable material for use on handbags and small leather goods.

1987 saw the creation of LVMH, which was a merging of Louis Vuitton with Moët et Chandon and Hennessy, to create the largest Luxury Conglomerate in the world.

In 1997, Marc Jacobs became the company's artistic director, introduced first RTW line and introduced the Vernis collection. Marc Jacobs brought a youthful spirit to LV and spurred collaborations with famous artists:

In 2001, Stephen Sprouse created the Graffiti and Roses lines;  
In 2003, Takashi Murakami created the Monogram Multicoloured and Cherry Blossom lines;

in 2008, artist Richard Prince created the Aquarelle, or more commonly known as the Watercolour Speedy. A reinterpretation of the iconic bag, this style features the classic Monogram



pattern with a smudged painted fashion. There are 17 paint colours that are used in the smudging of this Speedy. These were released in white and brown. In 2012, Yayoi Kusama created “Infinitely Kusama” collection. Additionally, Marc Jacobs also introduced LV to collaborating with numerous street artists.

These collaborations are part of the Limited Edition collection that Louis Vuitton releases yearly. Often, these collaborations and collections sell for above their retail prices.



## History of Louis Vuitton Styles

- 1930, the Keepall bag was introduced.
- 1930s, the Alma bag was created by Gaston-Louis Vuitton. It is believed that it was originally made for Coco Chanel as a custom order. Originally, the bag was named ‘Champs of Elysees’ after the famous road in Paris. The original Alma was the creation of Gaston-Louis Vuitton, who named it for the Alma Bridge, a span that connects two Parisian neighbourhoods.
- 1932, LV introduced the Noé bag when a champagne house contacted LV to make a bag that would hold 6 bottles of champagne. The bag still serves this function - 4 bottles with the bottom down and the 5th inverted and nestled between the others. This drawstring bag comes in two sizes - the Noe, and the smaller Petit Noe. The name Noe is French for Noah, who was not only famous for loading animals on the Arc two by two, but for his ability to consume wine.
- 1965, film star Audrey Hepburn made a special request to Louis Vuitton to make a mini version of their Keepall duffle just for her. Louis Vuitton obliged Audrey’s request and created what is now known by fashionista’s and handbag lovers as the “Speedy 25”. Now created in 25, 30, 35, and 40, as well as a Bandouliere style that includes a strap.
- 1966, the Papillon was launched.
- 2007, the Neverfull was introduced and has become one of LV’s all-time most successful bags. The Neverfull comes in three sizes, PM, MM and GM. It is made in classic monogram canvas, Damier (both ebene and Azur), Epi leather and has been re-created in limited edition styles.



- Saumur: Named after the city of Saumur and its world-famous riding school, the shape is reminiscent of a horse's saddle. Additionally, Coco Chanel was born in Saumur, a city in the Loire Valley in France.
- Louis Vuitton bags may come in different sizes while using the same name. As stated above, some sizing is in the format of numbers (25, 30, 35, 40, etc.). These numbers signify the length in centimetres. Louis Vuitton also refers to sizes as BB (Bebe Bandouliere), PM (Petit Modele), MM (Medium Modele), or GM (Grande Modele), for mini, small, medium, and large.

## Louis Vuitton Monogram Canvas

It was Georges Vuitton, Louis Vuitton's son, who decided in 1896 to carry on the adventure begun by his father by designing the famous Monogram Canvas. At the time, to foil counterfeiters, he created a canvas bearing bold graphics, a pattern that was instantly recognizable. The unique pattern is composed of flowers, a universal and timeless symbol, and the entwined Louis Vuitton initials. The pattern was based on the trend of using Japanese and Oriental designs in the late Victorian era. The Monogram fabric is crafted out of durable vinyl coated canvas.

Since it was first designed, the Monogram canvas has been associated with natural, vegetable-tanned vachetta cowhide leather. Its smooth, natural grain brings out the harmony of the carefully selected hide. The transparency reveals the natural markings, such as veins and wrinkles, proving it has not been treated. This delicate, easily scratched leather is a testament to the bag's history and develops a unique amber patina, unique to each bag and greater suppleness with time. The leather starts out with a white tone and gradually darkens over time, leaving a rich caramel or amber colour.



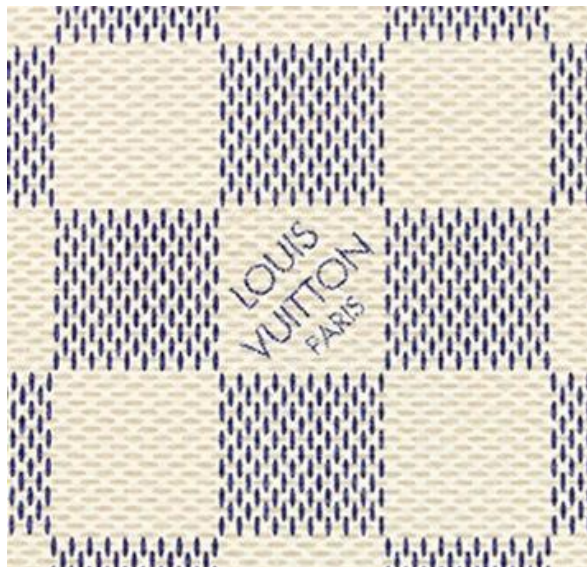
### **Louis Vuitton Damier Ebene Canvas**

Contrary to popular belief, Damier Canvas was created before Monogram canvas. Influenced by the striped Raye canvas that was still being imitated, Vuitton wanted to take his design even further. In 1888, Louis Vuitton created the Damier Canvas pattern, which bore a logo that reads "marque L. Vuitton déposée", which translates into "L. Vuitton registered trademark". 1998 saw the one hundred year anniversary of the release of Monogram canvas, which led to a re-release of the original Damier canvas. Ready for a fun fact? "Damier" literally translates from French to English to "Checker Board." The current Damier Ebene pattern is printed on black coated canvas in small lines of two shades of brown to create the unique and lovable checked pattern, which is why Damier Ebene fades to black in some areas when it's been gently used.



### **Louis Vuitton Damier Azur**

Launched in 2006, this line is a new interpretation of the iconic Damier Canvas, the Damier Azur collection takes us away to the celebrated shores of the French Riviera. At once classic and casual, subtly different, Damier Azur offers a complete collection of products ranging from city bags to luggage.





### **Louis Vuitton Damier Graphite**

The black and grey themed Damier pattern was created in honour of Louis Vuitton's 120th anniversary of the canvas. Released in 2008, the Damier Graphite collection is a discreet revisit of the classic Damier. Damier Graphite features an understated black and grey tonal pattern with smooth black leather, instead of the iconic brown. Damier Graphite is only released in Men's accessories and leather goods.



### **Louis Vuitton Monogram Multicoloure**

In 2003, in collaboration with Japanese artist Takashi Murakami, the Monogram Multicoloure line was born. Takashi Murakami is considered one of the leaders in Japanese neo-pop art. Famous for his colourful, cheerful work, Murakami created the fun and cheerful Monogram canvas which uses 33 colours to create the well known Monogram pattern.



### **Louis Vuitton Mini Lin / Monogram Idylle**

The Monogram Mini Lin Canvas Collection is a newer line that sports a lighter, more supple but resistant canvas. It is made of 58% cotton, 24% linen and 18% polyamide. In 2010, the Mini Lin collection was reinvented and renamed to the Monogram Idylle Canvas Collection.



### **Louis Vuitton Monogram Denim**

This unique and playful take on the Monogram pattern debuted in 2005. Crafted out of stonewashed denim with the Louis Vuitton monogram pattern, the Monogram Denim line comes with blue, green, pink, grey, and black.





### **Louis Vuitton Taiga Leather**

The taiga leather line is named after the largest coniferous forest in Russia called the Taiga. This line was introduced in 1993 and has remained popular since. Mostly used to construct briefcases and travel accessories, the Taiga line is sophisticated and will always remain a classic. The Taiga line is only released in Men's accessories and leather goods



### **Louis Vuitton Suhali Leather**

Suhali Leather is made from Suhali goat leather that have been hand-selected from the highest quality goatskins. Launched in 2004, it is natural grain which has not undergone chemical treatment to maintain the excellent balance between suppleness and durability.

Suhali Colours: Plum, White, Geranium, Blue, Tanami, Verone, Sienne, Gold, Black, Silver





### **Louis Vuitton Taurillon Leather**

Taurillon leather is super soft calf leather with visible grains. You'll feel subtle bumps when running your fingers across the leather. Due to its natural grain, it's more scratch-resistant than lambskin leather and it will soften over time.



# Louis Vuitton Monogram Vernis



The Vernis line was introduced in 1997 by then, newly appointed Artistic Director Marc Jacobs. The Vernis line was inspired by RTW collections and is continually released in a range of unique, sparkling colours that highlight the famous Monogram print. In French "verniss" means 'varnish' which explains the shiny and sparkly effect of the bags. Vernis is a coated leather, similar to patent leather, that is embossed with the famous LV Monogram.



**Vernis colour list:**



# Louis Vuitton Epi Leather



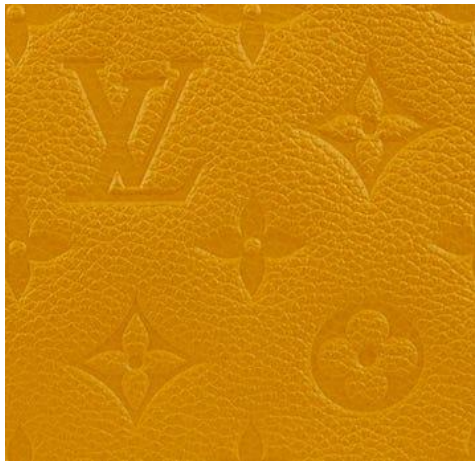
Inspired by a grained leather used by Louis Vuitton in the 1920's, the Epi line, created in 1985, is the first leather line of the House. The Louis Vuitton Epi Leather collection was created to respond to the demand for more durable leather necessary in modern travel conditions. Its originality comes from the graphic two-tone effect which makes it immediately recognizable.

The process consists of printing an intensely dyed leather before applying a special colouration on the surface of the grain, which can withstand any weather condition. The natural stretch of Epi leather also offers good qualities of resistance. Curated in a multitude of colours, we appreciate the durability and timelessness of the Epi leather collection. Older Epi typically comes with goldtone hardware, with a brief interlude of brushed brass and titanium. Louis Vuitton introduced shiny silvertone hardware in 2004. In Spring 2001, the Epi Plage collection was a limited release with a vinyl transparent Epi line, used for the beach. This came in three colours - Grenadine Red, Coconut, and Orange. In 2010, Electric Epi was introduced as a glossy patent leather version of Epi in three colours, Plum, Black, and Amande. In 2011, the Epi collection was released with a new assortment of bright Rainbow colours.

## Louis Vuitton Epi Leather Color Guide

VINTAGE					VINTAGE
	Red	Borneo Green	Tassil Yellow	Toledo Blue	
					
	Kenyan Fawn	Cipango Gold	Cannelle	Mandarin	
					
	Lilac	Pepper	Moka	Vanilla	
					
	Coquelicot	Carmine	Rouge	Rubis	
					
	Piment	Pivoine	Fuchsia	Rouge Pomodoro	
					
	Coral	Grenade	Grenade	Prune	
					
	Rose Ballerine	Poppy	Bordeaux	Quetsche	
					
	Rose Nacre	Magnolia	Lilas	Cassis	
					
	Dune	Naturel	Jaune Pale	Citron	
					
	Light Denim	Turquoise	Pistache	Mimosa	
					
	Blueberry	Cyan	Bleu Celeste	Figue	
					
	Indigo	Myrtille Blue	Saphir	Blue Marine	
					
	Black	Antracite Nacre	Gres	Ivoire	

# Louis Vuitton Monogram Empreinte Leather



Released in 2012, the Monogram Empreinte line is both luxurious and durable. After carefully selecting the highest quality of calf leather, it is dyed throughout and then enriched with tannins for a rounder aspect. Then, the leather is drummed several times to softly pull up the natural grain of the skin and reveal its supple, luxurious feel. Finally, the leather is embossed with the iconic Monogram pattern.



Bleu Infini



Orage



Celeste



Iris



Orient



Jaipur



Aurore



Flamme



Cherry



Bronze



Terre



Ombre



Neige



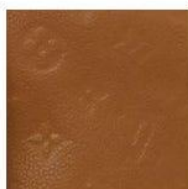
Amytheste



Aube



Black



Havane



Dune



Citrine



Safran



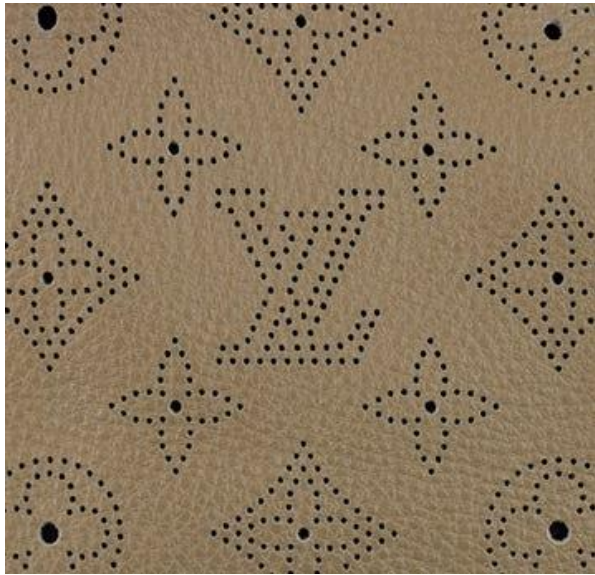
Lilas



Grenat



# Louis Vuitton Monogram Mahina Leather



Introduced in 2007, the Mahina line is made from gorgeous, drummed leather and has meticulous perforations in the classic Monogram pattern. The Mahina collection was inspired by the phases and crescents of the moon and in Polynesian culture the Mahina is a lunar deity.

