

LOUIS VUITTON

Louis Vuitton presents for the first time in Singapore – 'Malle Extraordinaire': A collection of heritage trunks from its archives

Louis Vuitton Island Maison at Marina Bay Sands, Singapore

20 May to 30 June 2016

Singapore, May 2016 – On display for a limited period of time, heritage trunks from the Louis Vuitton archives have been specially flown into Singapore and will be showcased at the Louis Vuitton Island Maison at Marina Bay Sands. Louis Vuitton welcomes the public to explore the many facets of the brand and the opportunity to learn more about the amazing history and personal stories of each extraordinary trunk and have a glimpse into the lives of its past owner. The Louis Vuitton Island Maison at Marina Bay Sands is open daily: Sunday – Thursday 10.30am to 11.00pm and Friday – Saturday 10.30am to 11.30pm.

Since the beginning of the House, Louis Vuitton's creations became well known for their strength and lightness. He perfected the flat trunk, now considered the beginning of the modern luggage, and revolutionized the way people travelled. Marrying the Maison's traditional savoir faire of superior woodworking and exceptional leather craftsmanship with the invention of a patented 'S' lock, the Louis Vuitton trunk was regarded as the most trusted travelling companion to protect one's cherished belongings. Each lock has a number that is unique to each trunk, which corresponds to its key.

Spacious and incomparably sturdy, the materials used to create a trunk further represents the level of refinement and thought that has gone into the creation. Made out of an elaborated gathering of Gaboon and Beech wood, the combination absorb shocks and the materials allow natural expansion of the wood without impacting the shape of the suitcase or trunk. Covered in the iconic Monogram or Damier checked canvas laminated with waterproof products, this step was intended to insulate the trunk's contents. The coated canvases immediately reveal themselves for what they are: modern materials in composite sheets, painted, printed, dyed and embellished with decorative motifs – the distinctive LV initials and Monogram flowers or Damier checks – that are characteristic of the brand. Inside, the trunk features canvas interior lining with the crisscrossing Malletage print, a removable interior tray and a protective cover. The materials are glued to the side of the box with traditional adhesives. Finally, the trunk is furnished with rounded VVN leather handles, aged cognac coloured lozines reinforced with rivets and golden brass corners.

One can personalize their order of a trunk in varying dimensions for different usages: from a hat case to a wardrobe trunk to smaller sets to protect timepieces or a decorative trunk to display flowers at home. In addition to the emblematic Monogram or Damier print, a trunk can receive the personal markings of its owner. Customization allows the trunk to be instantly recognizable from afar. They can be original symbols, multi-coloured stripes or the owner's initials, all of which are hand painted by Louis Vuitton artisans onto its hard side.

Till today, the trunks are specially crafted and assembled by hand in the historic heart and the pinnacle of Louis Vuitton's noble trunk making tradition in the original workshop of Asnieres, keeping the 'Art of Travel' alive in memory of its founder.

History of Louis Vuitton trunks

In 1835, at aged fourteen, Louis Vuitton left Anchay, his native village in the Jura Mountain of eastern France, close to the Swiss border. He travelled on foot from villages to towns, meeting various artisans and craftsmen who imparted invaluable knowledge and skills to him. Louis Vuitton finally arrived in Paris two years later where he was hired by Romain Maréchal as a box maker and a packer apprentice. Maréchal's business consisted of manufacturing boxes and crates used to pack everyday objects and voluminous wardrobes. It was here that he developed his craft in the art of packing and gave him the idea of creating his own company in 1854.

Louis Vuitton's creations attracted a great number of affluent clients who ordered all kinds of trunks imaginable for the most diverse of their personal possessions, including Napoleon III's wife, Empress Eugénie de Montijo, the Maharajahs of Jammu and Kashmir and the royal family of Egypt.

A trunk is often covered in various labels or inscriptions such as customs stamps, shipping, boarding or hotel labels that provides information on the true history of each piece of luggage. It was said that Louis Vuitton's grandson, Gaston-Louis Vuitton, who joined the company in 1897, loved to move amongst trunks, boxes, baskets and bags to examine these papers pasted onto the luggage as they were windows into the lives of people. He was an avid traveler as well as a hotel label collector; his personal collection of vintage labels were compiled in Francisca Mattéoli's "World Tour". He was fascinated, as each trunk has its own purpose and its own story to tell: the places they have travelled to and the adventures they have been on with their respective owners.

About Louis Vuitton

Since 1854, Louis Vuitton has brought unique designs to the world, combining innovation with style, always aiming for the finest quality. Today, the Maison remains faithful to the spirit of its founder, Louis Vuitton, who invented a genuine "Art of Travel" through luggage, bags and accessories which were as creative as they were elegant and practical. Since then, audacity has shaped the story of Louis Vuitton. Faithful to its heritage, Louis Vuitton has opened its doors to architects, artists and designers across the years, all the while developing disciplines such as ready-to-wear, shoes, accessories, watches, jewelry and stationery. These carefully created products are testament to Louis Vuitton's commitment to fine craftsmanship.

For more information: www.louisvuitton.com.

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