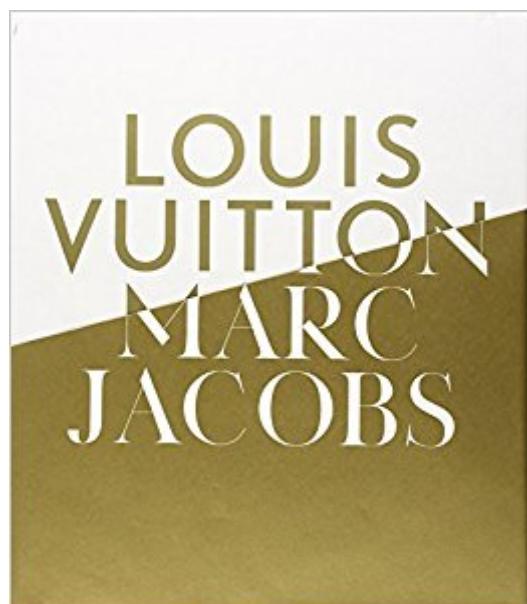


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# Louis Vuitton / Marc Jacobs: In Association With The Musee Des Arts Decoratifs, Paris



## Synopsis

This fascinating publication presents the roles two men have played in turning a small workshop in nineteenth-century Paris into one of the most successful and recognized brands in the world. Known for both craftsmanship and must-have high design, Louis Vuitton the luxury house was started by its eponymous founder in 1854. The first half of this publication traces the innovations by Vuitton, who turned the little-known guild profession of emballeur (packer) into the foremost luxury trunk maker in Paris, with a clientele that included in his lifetime the French nobility as well as the elite of a prosperous empire. Prime and never-before-seen examples of Vuitton's craftsmanship, along with the fashion that went into them, are the highlights of these chapters. The second half of the book examines the role of Marc Jacobs as Louis Vuitton's creative director (since 1997), who took the Louis Vuitton house into a new era with a series of collaborations with artists and designers such as Takashi Murakami, Richard Prince, and Stephen Sprouse as well as designing a line of highly successful and desired clothing for the company. By examining two divergent but often similar careers one hundred years apart, Louis Vuitton / Marc Jacobs is not only a layered study of the evolution of a luxury brand in the past 150 years but also a celebration of technical and design innovations in the new century.

## Book Information

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## Customer Reviews

"For those who can't travel to Paris to see the current exhibit, Louis Vuitton/Marc Jacobs

chronicles the storied past and present of the fashion powerhouse." ~Harper's Bazaar "Presenting an array of antique pictures mixed with essays from its top tastemakers, the book is a testament to how prominent the brand remains to be within the fashion industry." ~Fashionnotes.com "...chock full of glossy pics, editorial throwbacks, and a little bit of history about both the men that shaped fashion beyond comprehension." ~ Refinery29.com

Pamela Golbin is the chief curator of twentieth-century and contemporary fashion and textiles at Les Arts Décoratifs in Paris. She is the author of *Madeleine Vionnet and Valentino: Themes and Variations*.

This is a nicely produced book focusing on the contributions of both Louis Vuitton and Marc Jacobs to the world of fashion. The book is divided into two sections, the first is devoted to the history of Louis Vuitton and its rise as a powerful label. The text is enhanced by several clear b&w photographs, rare archival materials, and some period advertisements. The second section focuses on the reign of Marc Jacobs, his creations and artistic collaborations. This section is mostly pictorial. The fashion shoots are clear, large and colorful, and they present a selection of Jacobs' creations and campaigns since he took the helm at Louis Vuitton. The book ends with a small section reproducing a selection of small photos highlighting the label's recent ad campaigns and fashion shows. The overall quality of the book is beautiful and it is a recommended addition to any fashion collection.

Book clearly outlines history and evolution of Louis Vuitton company, products and family organization. It revealed facts I was not aware of such as how a fourteen year old young man, who could not read or write, invented a way to transport clothes for travelers in the 1800's and became a global business success. A remarkable story. The photos offer a view of a number of trunks and the quality of craftsmanship that led to their fame. The images demonstrate how the travel items were coded in a manner to signal to porters as to which traveler's bags to spot and carry. The coded images also created one of the most famous logos in the world. It makes a global enterprise seem more personal and allows one, surprisingly, to see that the snooty luxury trade stereotype does not always fit. A good discovery and read.

Excellent book, highly satisfied, fabulous

Perfect for my collection

Love this book!!

It is what I expected

This book is amazing. Large, vivid pictures. Great addition to my collection of fashion books.

Absolutely incredible book about the most significant cooperation...Must have for anyone who's in fashion or studying...The quality of photos and material is immaculate!

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