

## Louis Vuitton's Collaboration with Streetwear Culture

Zimeng Ma

### Abstract:

Luxury brands have long been associated with exclusivity, craftsmanship, and heritage. In the past, luxury goods were a symbol of status and wealth. The audience may be more elite. However, with the popularity of internet shopping growing and the attention that luxury brands receive from mass media increasing, the audience of luxury goods has become wider, and luxury brands have become accessible. In recent years, many luxury brands have begun to embrace cultural trends and collaborate with artists, designers, and influencers to reach new audiences and stay relevant in a rapidly changing marketplace. One such brand is Louis Vuitton, which has successfully linked its products with the streetwear culture, a trend that has gained significant traction in recent years. This way, Louis Vuitton can attract more young people, the group with the strongest consumption ability. This paper will explore Louis Vuitton's initiative to link its products with streetwear culture and show its success.

**Keywords:** Luxury brand, Louis Vuitton, streetwear, consumption ability

### Introduction

Luxury brands have long been associated with exclusivity, craftsmanship, and heritage. In the past, luxury goods were a symbol of status and wealth. The audience may be more elite. However, with the popularity of internet shopping growing and the attention that luxury brands receive from mass media increasing, the audience of luxury goods has become wider, and luxury brands have become accessible. In recent years, many luxury brands have begun to embrace cultural trends and collaborate with artists, designers, and influencers to reach new audiences and stay relevant in a rapidly changing marketplace. One such brand is Louis Vuitton, which has successfully linked its products with the streetwear culture, a trend that has gained significant traction in recent years. This way, Louis Vuitton can attract more young people, the group with the strongest consumption ability. This paper will explore Louis Vuitton's initiative to link its products with streetwear culture and show its success.

Louis Vuitton is a French luxury fashion house founded in 1854 by Louis Vuitton. The brand is known for its iconic monogram canvas, which features the LV logo and has become a symbol of luxury and status. Louis Vuitton belongs to one of the biggest luxury retailer groups in the world, Moët Hennessy Louis Vuitton (LVMH), which includes brands such as Christian Dior, Yves Saint Laurent, Givenchy, Fendi, among many others. 2004 Louis Vuitton celebrated 150 years (Anita Radón, 2012). Over the years, Louis Vuitton has expanded its product offerings to include leather goods, ready-to-wear clothing, shoes,

accessories, and fragrances. Journeys are one of the core essences of LV brands. As traveling is a style of life, LV presents itself as a brand that transforms the act of traveling into an art. (Stefania Masè & Elena Cedrola, 2017) The brand has also collaborated with artists, designers, and celebrities to create limited-edition collections and generate buzz around its products.

On the other hand, streetwear culture is a style of fashion that originated in urban areas and is characterized by casual, comfortable clothing, often featuring bold graphics, logos, and slogans. Streetwear has roots in skateboarding, hip-hop, and graffiti culture and has become increasingly popular among young people worldwide. Brands like Supreme, Off-White, and Palace have capitalized on the streetwear trend, creating highly sought-after products that sell out quickly and command high resale prices.

In recent years, Louis Vuitton has made a concerted effort to tap into the streetwear market by collaborating with designers and influencers. One of the brand's most notable collaborations was with Virgil Abloh, the founder of the streetwear label Off-White and the artistic director of Louis Vuitton's menswear collection. Abloh's appointment as artistic director in 2018 marked a significant shift for the brand, as it signaled Louis Vuitton's commitment to embracing streetwear culture and reaching a younger, more diverse audience.

Under Abloh's leadership, Louis Vuitton has released several highly successful collections that blend the brand's luxury heritage with streetwear aesthetics. For example, the Spring/Summer 2019 menswear collection featured a range of streetwear-inspired pieces, including

graphic t-shirts, hoodies, and sneakers, all adorned with Louis Vuitton's signature monogram. The collection was well-received by fashion critics and consumers, with many items selling quickly.

Collaborations with streetwear brands or designers can bring fresh perspectives and creativity to Louis Vuitton's collections. These collaborations can also generate buzz and excitement among consumers. Louis Vuitton has also collaborated with other streetwear designers and brands, such as Supreme Fragment Design and BAPE, to create limited-edition collections that have generated significant buzz and demand. The collaboration between Louis Vuitton and the iconic streetwear brand Supreme resulted in a range of products, including leather goods, apparel, and accessories. The collection featured Supreme's signature red and white logo on Louis Vuitton's classic monogram canvas, such as Louis Vuitton x Supreme Box Logo Hoodie, Louis Vuitton x Supreme Keepall Bag, and Louis Vuitton x Supreme Baseball Cap. The founder of the streetwear brand A Bathing Ape (BAPE), Nigo, collaborated with Louis Vuitton on a collection that combined Louis Vuitton's luxury craftsmanship with BAPE's playful and bold aesthetic. In 2009, Louis Vuitton collaborated with rapper and fashion designer Kanye West on a limited-edition line of sneakers called the "Louis Vuitton Don" collection. The sneakers featured Louis Vuitton's monogram canvas and were released in several colorways. Louis Vuitton has been endorsed by celebrities such as Kanye West, Pharrell Williams, and Rihanna, who have been spotted wearing Louis Vuitton streetwear pieces. Due to the influence of celebrities, their clothes have also driven many fans, thus driving the sales of Louis Vuitton. Thus, it can be seen that streetwear has a global appeal, especially among younger consumers who are active on social media. By embracing streetwear, Louis Vuitton can reach a wider audience and strengthen its brand presence globally.

Streetwear is not just about clothing; it's a cultural movement encompassing music, art, and lifestyle. By aligning with streetwear, Louis Vuitton can position itself as a brand in tune with contemporary culture and trends. Streetwear is known for its innovative and creative designs, and collaborating with streetwear brands and designers allows Louis Vuitton to push the boundaries of fashion and design. These collaborations have helped Louis Vuitton reach new audiences and stay relevant in a rapidly changing fashion landscape. Collaborating with streetwear brands and designers allows Louis Vuitton to engage in a cultural exchange, bringing together different perspectives and aesthetics.

Louis Vuitton's initiative to link its products with street-

wear culture has been largely successful, as evidenced by its growing popularity among young consumers. The brand's collaborations with streetwear designers and influencers have helped it stay relevant and maintain its status as a leading luxury fashion house.

Looking ahead, Louis Vuitton will likely continue its efforts to tap into the streetwear market and reach new audiences. The brand's collaborations with streetwear designers and influencers have been a key part of its strategy, and it is likely to continue to leverage these partnerships to create buzz and generate demand for its products.

Despite the great success of Louis Vuitton, there is still room for progress in the future. First, as environmental concerns become more prominent, LV and other luxury brands must focus on sustainability. This includes using more sustainable materials, reducing waste, and minimizing carbon footprint. Then, the use of technology in fashion is growing, and LV will need to stay ahead of the curve. This includes incorporating technology into their products, such as smart fabrics or wearable tech, and using technology to improve their supply chain and customer experience. Finally, as LV expands globally, it must navigate different cultural norms and regulations. This includes understanding the needs and preferences of consumers in different countries and complying with local laws and regulations.

In conclusion, LV's initiative to link its products with streetwear has been a strategic move to expand its customer base and increase sales. By collaborating with streetwear brands, LV has tapped into the streetwear market and reached a younger, more diverse audience. This has allowed LV to stay relevant and appeal to a new generation of consumers. From a business perspective, LV's collaboration with streetwear brands has helped to elevate its brand image and increase its perceived value. Overall, LV's initiative to link its products with streetwear has been a successful strategy that has allowed the brand to stay relevant and appeal to a new generation of consumers.

## Reference

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