Louis Vuitton to unveil its cruise collection in California

By Dominique Muret - 12 February 2022

Cruise collections are back in full swing. It is now Louis Vuitton's turn to announce a fascinating, far-off destination, following behind Chanel (to be held in Monaco on May 5) and Max Mara (in Lisbon on June 28). The star fashion house of LVMH is heading to California, USA, where it will unveil its collection on Thursday, May 12.

The exact location is yet to be revealed. To present its 2023 cruise collection, Louis Vuitton specified in a press release that it “will continue its architectural journey of showcasing cruise collections in exclusive locations of exceptional design and renown around the world.”

Last year, the brand remained within the vicinity of Paris and streamed its show, which was held in the new city of Cergy-Pontoise. Just before the arrival of Covid, in 2019, it showcased in the legendary TWA terminal of the New York airport JFK, built in 1962 by the Finnish architect Eero Saarinen.

Other modern architecture gems have served as a stage for Vuitton in recent years such as the Museum of Contemporary Art in Niterói, Brazil (Oscar Niemeyer’s last masterpiece) in 2016 and the Miho Museum north of Kyoto (designed by the Louvre pyramid’s star architect, Ieoh Ming Pei) the following year.

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