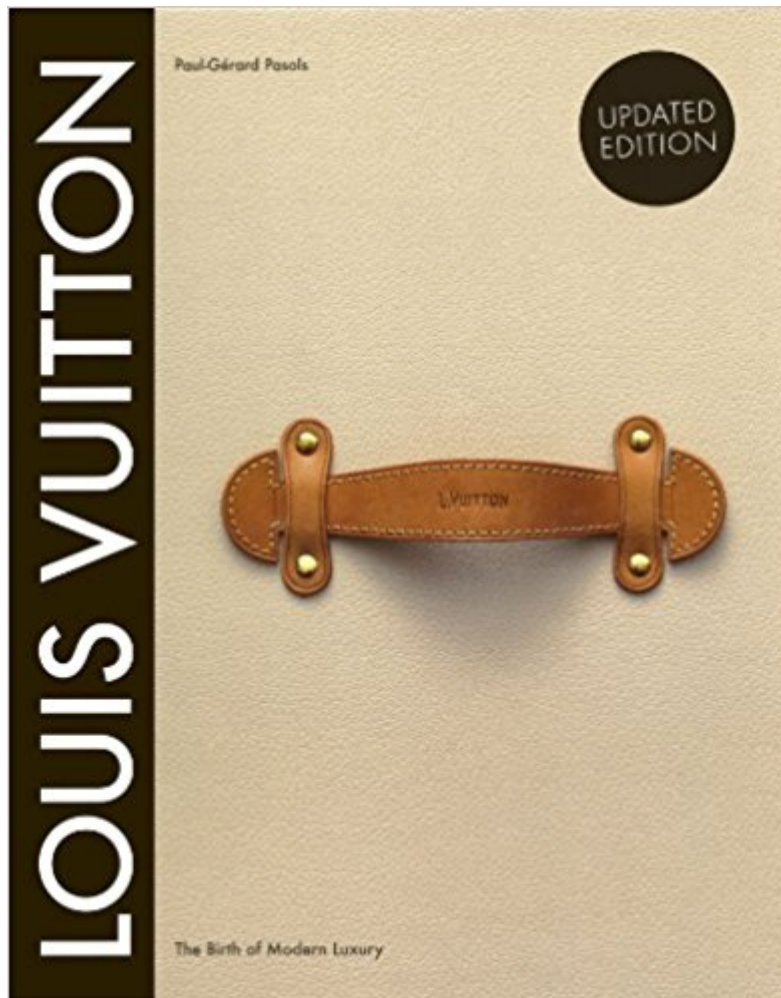




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Louis Vuitton: The Birth Of Modern Luxury Updated Edition



Synopsis

When *Louis Vuitton: The Birth of Modern Luxury* was published in 2004, the book was the first to describe the dramatic rise of the world's finest luxury company. Written with full access to the company's archives, it demonstrates Louis Vuitton's passion for fine design with a stunning array of archival art, product designs, and cutting-edge advertising. The company is examined through the lives of its first three leaders—founder Louis (who invented the modern trunk), his son Georges, and his grandson Gaston. Now with fresh information on subjects such as designs for ready-to-wear clothing, shoes, jewelry, and even automobiles, this new edition includes 20 additional pages and updated material throughout the book, covering the brand's recent history, with new texts and photographs.

Book Information

Hardcover: 560 pages

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Average Customer Review: 4.7 out of 5 stars 64 customer reviews

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Customer Reviews

Paul-Gerard Pasols is the former director of communications for Louis Vuitton and a longtime consultant to the company. The author of the updated sections, Pierre Leonforte has been editor in chief of *Louis Vuitton City Guide* since their creation in 1998. He is the author of Abrams' "*Louis Vuitton: 100 Legendary Trunks*."

This book is fantastic, the pictures are beautiful, the history of LV has been interesting to read.

Perfect book for "glam" themed bookcase styling.

Beautiful book! Great add to any coffee table or library.

WOW! Amazing history of the luxury brand.....pictures galore! Still riveted and not even halfway through!

Gorgeous book with exactly the content and presentation you would expect.

This book has it all: a history lesson, an understanding and the very essence of Louis Vuitton style. The author clearly lives and understands LV. This book is a guide to understanding LV the family and the brand. This book is riveting and mind opening. LV is not just an expense bag or luggage. It is an adventure and is for the adventurous. I love this book.

I've been wanting this book for ever .. I'm very happy with it .

Beautiful book, full of pictures and a complete history.

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