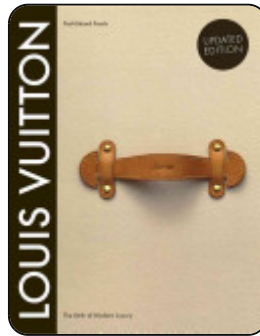


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LOUIS VUITTON THE BIRTH OF MODERN LUXURY UPDATED EDITION

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The first in depth portrait of one of the world's best known luxury brands, this elegant volume traces the remarkable history of the House of Vuitton, which has been making practical but stylish luggage, handbags and accessories for more than 150 years. Written with full access to the company's archives, the book itself demonstrates Louis Vuitton's passion for fine design with a stunning array of archival art, historical images, product designs and sketches, and cutting edge advertising. The book explores the company's tradition of quality and innovation in the context of sweeping changes in society, art, culture, fashion and, above all, travel. Examining the life and times of the company's first three leaders; founder Louis (who invented the modern trunk), his son Georges and his grandson Gaston, the text focuses on the firm's development under their guidance. It also discusses Vuitton's explosive growth toward the end of the 20th century, including

the 1987 merger with Moët Hennessy that made it part of LVMH, the world's largest luxury goods company and spurred the expansion of its boutiques to more than 300 locations in 50 countries around the globe.

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