'The vocabulary according to Virgil Abloh' A liberal definition of terms and explanation of ideas.

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#

3%

The exact ratio needed to twist a normative object into something special. [SS19]

2054

Paris by Louis Vuitton in 1854, the year lends it digits to Louis Vuitton 2054. A transformable and largely nylon-based collection launched by Virgil Abloh for Spring 2020, it invokes an idea of the wardrobe of the House's clientele two centuries from

The bicentennial of Louis Vuitton, the fashion House founded in

7.0'd

The Virgil Abloh term for something that has been elevating to its ultimate degree. "He took a timeless staple and seven-point-oh'd it." [PS20]

its point of origin. [PS20]

Α

Accessomorphosis

A portmanteau describing the transformation of an accessory into a garment, effectively evolving its functional form. [SS19]

Admirability

A three-dimensional leather embossment technique in which leaf ornamentation associated with that of a Napoleonic admiral's uniform is raised in relief. A term indicating worthiness of admiration. [FW19]

After party

A social gathering following a fashion show intended for industry guests but made great by the civilian fans of the brand in question. [SS19]

Assemblage

A term for the technique of three-dimensionally collaging life-size handbags on a midlayer. Also: a gathering of many people, generally for a greater purpose. [SS20]

Architecture

Conceived by the architect (from Greek arkhitektön: director of works), architecture characterises the creation, planning and superintending of a material or figurative construction. It defines a structure assembled by the multiple components that eventually create the halo of a house (see: halo). Also: the discipline in which Virgil Abloh earned an MA from the Illinois Institute of Technology in 2006. [PF19]

В

Bags

The ultimate expression of utility. Building on Virgil Abloh's 3% methodology, Spring-Summer 2020 continues the language of bags established in previous collections, infusing horticultural elements. Green tuftage creates the optical illusion of plant growth, while real flowers are woven into a Keepall bag like foliage. Floral motifs adorn some bags, while others incorporate rain covers hinting at the idea of a greenhouse. Finally, rope elements interpret the idea of encasement. [SS20]

Belief

"Youth is global. We are all one. We are the world."
- Virgil Abloh. [SS20]

Biography

Born in 1980, Virgil Abloh was raised in Rockford, Illinois. He earned a civil engineering degree from the University of Wisconsin in 2002 and an MA in architecture from the Illinois Institute of Technology in 2006. Abloh served as creative director for Kanye West until launching his first label, Pyrex Vision, in 2012. The year after, he established Off-White. Virgil Abloh joined Louis Vuitton as Men's Artistic Director in March 2018. [SS19]

Blanketing

A technique in which a garment or accessory is padded to achieve a marshmallowed or three-dimensional effect, it is connected to Virgil Abloh's leitmotif of boyhood due to its swaddling and oversized properties. [FW19]

Boyhood

The physical or psychological state of being a boy. A leitmotif employed by Virgil Abloh to illustrate the time in a man's lifespan during which he discovers his future wardrobe staples and develops his initial sense of style. An adjective used for garments or accessories, which swaddle and swathe the body. [PF19]

C

Campaign

Visuals created by a fashion house to publicise its seasonal collection. A verb delineating the act of soliciting support for a cause. "He campaigned for his beliefs." [FW19]

Checknetics

A portmanteau signifying the genetic manipulation of classic or familiar checked patterns to resemble said patterns. Modified with infinite representations of an image in the style of houndstooth — such as the African continent — it becomes an optical illusion. [FW19]

Collar

A shirt or jacket component indispensable in the codes of formalwear — a sector native to Louis Vuitton and foreign to its designer — its tips are clipped as a mark-making gesture of irony. "Virgil Abloh was here." [SS19]

Compressomorphosis

A portmanteau describing the compression of a garment into a compact accessory attached to the garment itself, transforming its functional form and optimising its portability. [PF19]

Crochet

The preferred pastime of 28.8 million Americans in 2018, 62% of whom gifted their creations

to friends and family, and 29% of whom were male. [SS20]

D

Denim

A workingman's fabric typically elevated in high fashion, this common material relies on its unrefined familiar appeal to trigger the desired emotional connection. Virgil Abloh was raised on 1990s' washed-out Levi's jeans, stiff and vintage found. [SS19]

Designer

"I don't call myself a designer, nor do I call myself an imagemaker. I don't reject the label of either. I am not trying to put myself on a pedestal, nor am I trying to be more, now. I would like to define the title of Artistic Director for a new and different era."

—Virgil Abloh. [SS19]

Disc Jockey

"I like loud music."
-Virgil Abloh. [SS19]

Dorothy

A farm girl from the Midwest transported to Oz, a fairy tale land where she experiences things beyond the reach of her imagination. As an outsider, she soon discovers she was taken to Oz for a reason. [SS19]

Dualism

A philosophical notion that separates mind and matter.

A garment construction and styling technique in which two jackets or coats are designed dependently of one another and intended to be worn together, however are not hybridised. [FW19]

Dress

A term simply denoting clothing, it also describes a single garment worn to cover and adorn the human body. [FW19]

Dust

Tiny particles of waste matter, or slang, which — along with 'icing' — is a code employed for sparkly and shiny embellishments applied to ordinary garments in order to make them extraordinary. [FW19]

Ε

Encasement

of an architectural structure in fabric or another material in relation to restorative or decorative processes.

Also: a Louis Vuitton term for roping, cording, stringing, caging, wrapping, gridding or netting existing garments, materials or accessories to create new volumes. [SS20]

The act of covering the entirety

Exposure

An apparatus recognized by designers in the social media age of fashion. Can lead to Artistic Director positions at Louis Vuitton. [SS19]

F

Fandom

A two-way worship between a designer and his clientele, fashion fandom mimics the codependent relationship between performer and supporter, a connection native to music and sports scenes. [SS19]

Filtrage

A term covering techniques from layering to draping and pleating through which an existing clothing element appears through a transparent, semi-transparent or shape-defining filter.

Also: a social media impulse.

Or: the veiling of reality.

[SS20]

Fisheye

The technique employed in the photography for the Louis Vuitton Fall-Winter 2019 men's campaign, it features a globe-shaped lens that transmits a curious but anti-intrusive atmosphere, evoking feelings of discovery and familiarity all at once. [SS20]

Flagification

A patchworking process in which a garment is covered in the emblems of several countries or societies with the intention of communicating origin and unification. In the Fall-Winter 2019 collection, featured flags represented the nationalities of Virgil Abloh's studio: France, Germany, Ghana, Great Britain, Italy, the Netherlands, Scotland,

South Korea, Switzerland and the United States of America, as well as the State of Indiana. [FW19]

Flower

A staple motif in fashion often relegated to the trivial or mundane. Or: a wonder of nature. A naturally occurring metaphor for diversity, as beautiful on a micro level as they are on a macro level. A living creature that blooms from a simple seed, crosses borders, and blossoms come rain or shine. [SS20]

Foliage

The collective presence of leaves. The technique of embellishing a garment or object densely in real flowers or plants. E.g.: "He foliaged his mid-layer to match his straw hat." [SS20]

Functionality

A label applied to something that truly works. Not to be confused with practicality, functionality denotes the ability of an object to serve a specific purpose, making it the raison d'être of design in a fashion context. Employed freely, it can lead to phenomena such as accessomorphosis and compressomorphosis. [PF19]

G

Globe-spinning
The act of 'spinning
the globe' signifies the idea

of transporting a particular visual expression from one cultural surrounding to another, retaining its codes but effectively changing its values and thereby increasing levels of individuality, diversity and cross-culturalism. "View your clothes through a different lens." — Virgil Abloh. [SS20]

Glocalism

A portmanteau of 'local' and 'global', the term illustrates Virgil Abloh's ideology that prior to the societal programming that sets in through early adulthood, the youth-related explorations and emotional evolvement experienced by young people in one part of the world are identical to the feelings of young people on the opposite side of the globe. A symbol of unity, it reflects the values imbued in the work of Virgil Abloh at Louis Vuitton. [SS20]

Gloves

Coverings for the hands employed by Virgil Abloh to accentuate the signature accessories of Louis Vuitton. [SS19] Gloves are an essential component in the functional gardening wardrobe. [SS20]

Graphics

A signature facet in the work of Virgil Abloh, graphic ornamentation no longer takes the form of prints but evolves into artisanal insignia, handembroidered, flocked and off the grid. It is hand-placed individually by Virgil Abloh.
[SS19]

Greenhouse Effect, The

A scientific metaphor for Earth's natural way of warming its own surface. Or: fashion slang for elevating an article of clothing by means of clear materials with surface decoration. [SS20]

Н

Halo

A circle of light formed around a fashion house and its collections encompassing the complete creative sphere and significance of a designer. [SS19]

Harnessing

A term denoting a means of safekeeping, and the conversion of a decorative object into useful ornamentation. Used as a mid-layer under a blazer with trousers, it forms the new three-piece suit. [SS19]

Hats

A fashion article worn on the head. A signature in the wardrobes of Jamiroquai, known for his exaggerated top hats. [PF19] When used for gardening, often woven in straw. [SS20]

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Irony

The philosophy of a new generation. The presence of

Virgil Abloh at Louis Vuitton. [SS19]

J

Jamiroquai

A British pop group formed in 1992 fronted by the singer Jay Kay, whose idiosyncratic look defines an idea of selfexpression over fashion fads and corresponds to Virgil Abloh's notion of trendlessness. [PF19]

Japan

An East Asian island state where past, present and future co-exist exuberantly, generating a cultural melting pot of time and space unparalleled on Planet Earth. A term for lacquering something in a thick black gloss. Usage: "He japanned the overcoat." [PF19]

Jewelry

Objects of decoration often characterized by an all-that-glitters-is-gold understanding of ornamentation. The Spring-Summer 2020 collection takes inspiration from the idea of transforming flowers into jewelry, reflected in daisy rings and necklaces in enamel, metal and gold. A necklace and bracelet in ceramic and palladium, or ceramic and gold, pay homage to the Haussmannien architecture of Paris. [SS20]

Juxtaposition

An intentional contrast created by the union of two initially or

traditionally opposing elements or symbols, juxtapositions serve to evolve the familiar into the new. A term inherent to the presence of Virgil Abloh at Louis Vuitton. [PF19]

Κ

Kanye West A mentor and friend to Virgil Abloh. [SS19]

Kite

A symbol of boyhood and the desire to travel. A toy created from fabric stretched over any shape of light frame, with streamers, structured to fly in the wind. Something that rises to the occasion. [SS20]

L

Lifewear

An ironic moniker proposed as a replacement term for streetwear, the connotations of which have become redundant in a post-millennial world order breaking with the dress codes of the old world. It signifies timelessness and trendlessness.
[PS20]

Lightness

An existential philosophy expressing a pragmatic and light-hearted — but not oblivious — approach to obstacles and negative impact. Also: a term used for the lightweight, transparent

or buoyant garments in the Louis Vuitton Spring-Summer 2020 Men's collection. [SS20]

Long-windedness
"A blessing and a curse."
-Virgil Abloh. [SS19]

Louis Vuitton

Parisian purveyor of leather goods founded in 1854. Defined by its Monogram, the House invented logomania. Its brand value retains unparalleled standing across cultures and classes, making Louis Vuitton an at once omni-present and omni-relevant fashion phenomenon. [SS19]

Louis Vuitton 2054

A collection launched by Virgil Abloh for Spring 2020. Revolving around nylon, the performance and tech line fuses in name the present century with 1854, the year in which the House was founded, picturing its future clientele's uniform. Integrated with transformable values, it is identifiable from three-dimensional LV car insignia logos, the classic LV Monogram in debossed trompe l'oeil relief, and zips pullers in transparent plexiglass buckles. [PS20]

Louis Vuitton Staples Edition
A collection developed by
Virgil Abloh for Louis Vuitton,
which launched for Spring 2019.
Dedicated to the detection,
study and refining of essential
garments and accessories
popularly referred to as
wardrobe staples, the line is

identifiable by three indicators: the LV logo metal staple nailed onto the garment, the triangular tap in classic house leather, the leather printed folding manual attached to a carabiner, or the button stitched in the image of the LV logo. [PF19]

Luxury

A label determined by values, codes and qualities, its use and definition were the privilege of few until a new generation conquered its dominion and shifted the paradigm for good. [SS19]

M

Mid-layer

A dressing component designed to be worn between the innermost and outermost layers of an outfit, closely related to the idea of styling, and typically expressed by Virgil Abloh through harnessing. [FW19]

Militaria

Dressing components native to the uniforms of armed forces. Once a symbol of authority, militaria is now employed to evoke sentiments of majesty and wonderment. [FW19]

Millennial

A term applied to consumers born between the late 1980s and 1990s, often linked to markets associated with Virgil Abloh, a non-millennial designer with millennial sensibilities. [SS19]

Model

A person identified by the anatomical, racial and cosmetic features of his appearance. Or, by his artistry, individuality and personality. [SS19]

Motto

"Good style is always offputting." -Virgil Abloh. [SS19]

Mountain

Nature's way of elevating itself. When climbed, the most universal metaphor for dreams and ambition. [FW19]

Ν

Normcore

The irony of a generation raised on extravagance, and the make do and mend sensibility of those with access to it. [SS19]

Notre-Dame de Paris

The architectural embodiment of the historical value of everyday Paris. A fundamental reminder not to take our surroundings for granted. The lace motif applied to tailoring and tops in the Louis Vuitton Spring-Summer 2020 Men's collection. [SS20]

Nylon

A synthetic polymer fabric traditionally used in lightweight activewear. The fabric of a generation on the move. [PS20]

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Off-White

A greige gradient of white, which alters a component familiar to all. It serves as a blank canvas for perception and interpretation. [SS19]

Office Jumper, The

A knitted jumper, which appeared in the Louis Vuitton Pre-Spring 2020 Men's collection, rendering a group portrait of the menswear studio distilled into blank profiles devoid of preconceived identities as a message of unity through diversity. [PS20]

Outdoors, The Great

An affectionate cliché connected to leisure pursuits in nature. The expression employed by Virgil Abloh to describe normcore uniforms and articles of clothing created for a specific outdoor sport such as climbing, hiking or sailing. [PF19]

Oz

A fantasy land visited by country girl Dorothy in the 1939 film The Wizard of Oz. Upon arrival after a cyclone transports her there, she tells her dog, "Toto, I've a feeling we're not in Kansas anymore." [SS19]

Р

Palette

The Spring-Summer 2020 palette

is rooted in the colors of the garden: jessamine yellow, sage, moss green, forget-me-not blue, stormy blue, concrete grey, dark slate, heirloom lilac, peony pink, fuchsia, neon orange, and white. [SS20]

Paper doll

A paper form fashioned into the silhouette of a human body. Used as a toy during stages of girl and boyhood, paper doll dresses are attached with tabs wrapped around the edges of the doll itself. The technique was echoed in the velcro scratchings of the Louis Vuitton Spring-Summer 2020 Men's collection, hybridising separate garments using said manner of attachment. [SS20]

Paris

The capital of France and fashion, and the home of Louis Vuitton, Virgil Abloh employs historical motifs from Paris as the ultimate tribute to the majesty and grandeur. [FW19]

Peekamorphosis

A portmanteau of 'peekaboo'

— a game of a hide-and-seek
native to boyhood —
and 'metamorphosis', which
denotes the technique of partially
hiding or veiling elements
of accessomorphosis
(see: accessomorphosis) behind
the overlay, folds or pockets
of garments. [SS20]

Plissé

An ancient Egyptian elevation

technique through which fabric is pressed in ten, hundred or thousand-fold, effectively making a flat object multi-dimensional. [SS20]

Pont Neuf

The view from Virgil Abloh's studio in the Louis Vuitton headquarters, the Pont Neuf was erected by Henry III in 1578 and is the oldest bridge in Paris. Rebuilt in 1851, it connects île de la Cité — where Paris was founded in 225 BC — to the river bank. [SS20]

Programming

From Greek 'prographein',
to 'write publicly', programming
is the encoding of an object for
automated long-term execution.
When applied to minds,
it signifies the socio-normative
preordainment which typically
activates after the stage of
boyhood during which
the individual is yet to be
impacted by societal norms.
Unprogrammed, the absence of
influences allows for freedom
of comprehension. [SS20]

Plaid

A chequered pattern rooted in the normcore dressing of the great outdoors. An integral part of Virgil Abloh's discovery of wardrobe staples during boyhood. [FW19]

Poppy

A ruby red flower, exceptionally fragile but powerful. [SS19]

Pre collection

A term for fashion lines traditionally rooted in wardrobe staples, released in the leadup to main collections. Unlike main collections, the pre collection needs no narrative or sensational value. Instead, its values lie in such inclinations as consumerism, commercialism, corporatism, marketing, reality, restriction, and wearability, which may be exercised and elevated in the pre collection.
[PF19]

Production, Spring-Summer 2019 A metaphor for finding drama in subtlety, the Spring-Summer 2019 audience of three thousand people was formed by the fashion industry and specially invited students. It created an atmosphere representative of the dual demographic which will be wearing the collection at hand. Set in the gardens framed by the galleries of the Palais-Royal, sand was rendered like a rainbow while selected quests wore corresponding t-shirts, effectively activating the show through attendance. [SS19]

Production, Fall-Winter 2019
Echoing the theatrical
production value of music videos
in their original era,
Virgil Abloh sought to elevate
the fashion show to level
evocative of Broadway.
The Fall-Winter 2019 show
imagined a New York cityscape,
its dwellers meandering through
streets, their steps illuminating

the sidewalk while graffiti artists Futura, Lewy and Jim Joe worked live on set. [FW19]

Production, Spring-Summer 2020 On Place Dauphine, a routine stroll across Pont Neuf from the Louis Vuitton studios, the Spring-Summer 2020 Men's show plays out like the postcard scenery of Paris. The mundanity of everyday café life, crêpes, walks across the Seine and tree-lined square ambience harmonises with the typical idea of childhood bliss: a bouncy castle, ice cream, balloons, and kite-flying. The show is framed by the remarkable Parisian buildings to which we grow accustomed. [SS20]

Purism

A fundamental marker in the terminology of Virgil Abloh, purism denotes the esoteric insider awareness of those in-the-know in their approach to a phenomenon, person or object. It is the opposite pole of tourism (see: tourism). Also: a devout dedication to structural clarity; or, the 20th century art movement fronted by Le Corbusier. [SS20]

Pyjamas

An unstructured uniform universally used for sleeping in, associated with boyhood due to its swaddling and comforting characteristics. [FW19]

R

Rainbow

A kaleidoscopic palette evolving from off-white to polychromatic, synchronously forming a holographic archway known to represent dreams. A motif in The Wizard of Oz, which provided construct to the Spring-Summer 2019 collection. [SS19]

Raphael

Master painter of the High Renaissance — born Raphael Sanzio in Urbino, Italy in 1483 — whose paintings formed the collage prints which 7.0'd (see: 7.0'd) the accessomorphosis (see: accessomorphosis) employed in the Louis Vuitton Pre-Spring 2020 Men's collection. [PS20]

Rationale

Looks are generally designed and styled employing the construction of a top layer, a bottom layer, a mid-layer and an outer layer. [SS19]

Reference

An outside source of influence interpreted to communicate a particular message. [SS20]

Rockford

The Illinois town in which Virgil Abloh grew up, where Midwestern practicality and utilitarian workwear defined the popular dress sense, effectively creating an unintentional take on anti-fashion. [SS19]

Roflocko

A portmanteau illustrating the application to a garment of decoration native to the Rococo era — such as the gold leaf ornamentation of ceilings — through the technique of flocking. [FW19]

S

Shoes

The wardrobe component most immediately indicative of an era or movement, each shoe design finds its origins in a sports or vintage culture.

For Spring-Summer 2020, wellingtons in floral motifs or dipped in liquid rubber salute the preferred footwear of horticulture, while combat boots transform into rubber pieces for outdoor pastimes. Runners build on the 1990s classics in continuous evolution at Louis Vuitton. [SS20]

Silhouette

"Revert against stiff and formal. Look as comfortable as you feel." -Virgil Abloh. [SS19]

Skirt

A clothing item that covers the human body from the waist down, worn by men since prehistoric times. [FW19]

Strings attached

An idiom employed by Virgil Abloh to describe the technique of attaching or suspending detachable pockets to or from a garment through the use of strapping or snatching. Or: a figure of speech illustrating the presence of a catch, political or otherwise, in a situation. [SS20]

Sunset

A trivial motif typically employed to generate emotions of calm and contentment. A symbol of hope. A natural wonder taken for granted. [SS20]

Sleepall

A Keepall bag developed for the Louis Vuitton 2054 collection, which transforms into a sleeping bag. [PS20]

Sleeve-longation

A design feature in which a sleeve is attached to a garment in a contrasting fabric and/or colour or pattern, evoking the idea of outgrowing one's clothes, a notion related to the leitmotif of boyhood. [FW19]

Sock

An unsung everyday necessity occasionally covered in rhinestones. As a child, Virgil Abloh became an early appropriator of the glitter sock. [SS19]

Soundtrack, Spring-Summer 2019
For the Spring-Summer 2019
show, an inherent musical
juxtaposition was staged between
a psychedelic jazz intro by
BADBADNOTGOOD, which crescendoed
into I Thought About Killing You

by Kanye West. [SS19]

Soundtrack, Fall-Winter 2019
An original soundtrack, You
Know What's Good, is composed
and performed live by DEVONTÉ
HYNES aka BLOOD ORANGE along
with MIKEY FREEDOM on vocals,
HART on bass, and JASON ARCE on
saxophone and flute. [FW19]

Soundtrack, Spring-Summer 2020 The Heritage Orchestra, directed by Chris Wheeler and conductor Tom Richards, performs a medley of tracks under the musical direction of Benji B. [SS20]

Staple

A twisted piece of metal that holds two elements together. A term for the essential garments and accessories in a wardrobe. [SS19]

Streetwear. I

A predictable clothing genre in a renegade designer's debut collection as part of the fashion establishment, but one whose sportswear properties are undergoing a critical transformation into luxury. [SS19]

Streetwear, II

A definition traditionally applied to garments and accessories worn by a broader public unconcerned with conventional dress codes.

Also: a term which has effectively outdated itself (see: lifewear).
[PS20]

Styling

Once simply the addendum to a designer's collection, it now serves as a contemporary fashion tool offered by a designer to the public as an initiation of ideas and ultimate self-expression. [SS19]

Sunglasses

An accessory that gives the impression of a complete look in an instance. [SS19]

Sweats

"Fashion can either ignore what's happening in the real world, or partake in it."
-Virgil Abloh. [SS19]

Т

Tailoring

The paradoxical uniform of the business man, its suitcase-afflicted creases have become engrained in the anatomy of the blazer, forever folded for travel. For Spring-Summer 2020, the buttoning functions allow for the reshaping of blazers and trousers, while some garments can be worn deconstructed from their own linings. [SS20]

Taupe

Virgil Abloh's favorite colour since 1980. [SS19]

Tentunic

An oversized coat featured in the Louis Vuitton 2054 collection, which employs the technique of compressomorphosis (see: compressomorphosis) in which the back pocket of the coat unrolls into a life-size tent raised with included tent poles, the coat's back-zip adornment transforming into the tent door. [PS20]

Theatre

A place where performances are given. A term used by Virgil Abloh to define the borderless stage on which fashion can play out and impact an audience far beyond ideas of armholes and stitches. [FW19]

Tie-dye

A homespun take on psychedelia, its trippy effects is often used to illustrate a state of euphoria. The DIY dying technique will hold nostalgic value to those educated at the University of Wisconsin, the foremost hippie college of all time. [SS19]

Timepieces

Functional fusions between jewelry and clocks that effectively create a process of accessomorphosis. [SS19]

Tourism

A term integral to the vocabulary of Virgil Abloh, it indicates the naivety and bravery of a literal and exploratory approach to something, and signifies the opposite of purism (see: purism). Also: a multi-billion-dollar travel industry. [SS20]

Train

The floor-sweeping skirt of a gown trailing, the train epitomises the ultimate theatrical impact made possible by fashion. Also: a vehicle on which multiple people get somewhere together, fast. [SS20]

Transformability

Garments or accessories imbued with transformable and multifunctional values including accessomorphosis and compressomorphosis, or hyperfunctionality pertaining to extreme sports, leisure pursuits or survival. [PS20]

Transparency See-through materials. Clear intentions. [SS20]

Trendless

A term applied by Virgil Abloh to an article of clothing, a collection, or a phenomenon devoid of the classic raison d'être of fashion as an instrument for trend development and the showmanship with which runway fashion is presented. An adjective central to the idea of wardrobe staples. [PF19]

Tribal

A wealth of motifs identifying a designer's most original origins and generational pride, they serve as the earliest memory of a boy raised by a Ghanaian tailor mother and her traditional West African garb. [SS19]

Triple Zip, The

A form of integrated garment ornamentation in which three zips appear in a diagonal line. [FW19]

U

Utility

Once the luxury of workwear, utilitarian elements now provide fashion with equal parts functionality and pleonasm. It is the usefulness of a multi-pocket gilet, and the irony of wallet situated at the ankle. [SS19]

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Vintage

A label applied to second-hand garments and accessories, which bear evidence of the history of the place in which they were worn and often found. [PF19]

W

Wabi-sabi

A Mahayana Buddhist philosophy rooted in naturality, simplicity and imperfection, observed in nearly all areas of traditional Japanese art and design culture. Applied to the mindset of the digital generation to which Virgil Abloh belongs, it is the religion of authenticity in a millennial world of artifice and fabrication. [PF19]

Weather forecast An everyday TV screen image

imprinted in everyone's minds and likewise familiar to the childhood of Virgil Abloh. Its typical global heat scan graphics were referenced in motifs for the Louis Vuitton 2054 collection. [PS20]

Wiz, The

A 1978 musical film based on a stage play adapted from *The* Wizard of Oz, starring an allblack ensemble cast. [FW19]

Ζ

Zoot suit

Tailored jackets and trousers elevated through exaggeration of the silhouette for longer lines and expanded flares, favoured by musicians of urban jazz scenes in the 1940s. [FW19]

"If you've made it this far, thank you for your time."
-Virgil.

Picture a garden filled with just one type of flower, a sunrise without sunshine, or a skyline suddenly missing its age-old spire. Familiarity can programme the mind to take the most epic things for granted. For the Louis Vuitton Spring-Summer 2020 collection, Men's Artistic Director Virgil Abloh lionises the instinctive, the habitual and the natural. Flowers, a staple element in fashion, are observed as a naturally occurring metaphor for diversity. In bloom, they are as beautiful on a micro level as they are on a macro level.

Too often relegated to trivial motifs, flowers are wonders of nature: multi-faceted, free in expression, movement, and metamorphosis. They are the rising stars of horticulture, an equally ordinary but highly therapeutic activity, reflective of natural harmony and peace of mind. In the cityscape, flowers blend into a horizon of unsung heroes: the magnificent buildings, bridges and pavements to which we grow accustomed and partially blind. Seen in new light, or wrapped in different packaging, they emerge in newfound splendour.

On Place Dauphine, a routine stroll across Pont Neuf from the Louis Vuitton studios, the postcard scenery of Paris sets the frame for the show. The mundanity of everyday café life, walks across the Seine, crêpe stands, and tree-lined square ambience harmonises with the typical idea of boyhood bliss: a bouncy castle, ice cream, balloons, and kite-flying. The show is surrounded by the remarkable Parisian architecture we couldn't live without.

Through the stages of boyhood, young men's encounter with clothes and fashion is yet to be influenced by societal programming. Our exploration of dress codes is still liberated of those codes; of social norms, gender conventions, and cultural conduct. As we get older, we intuitively adapt to the familiarity of our surroundings. In a digital age oversaturated with views and visual data, stopping to smell the roses de-programmes the mind and makes new space for freedom of thought.



3 × ו×

Look 1, Arthur

- Concrete grey notch-lapel sculptural jacket in technical wool grain-de-poudre
- Old rose pressed-crease wide-leg trousers in technical wool grain-de-poudre
- Heirloom lilac drapped collar shirt in technical cotton poplin
- Straw gardening hat
- Post-it blue workwear knitted gloves
- Mauve shadows Monogram rubber rangers
- Turquoise Tri Weekender bag in Cuir Taurillon gommato leather

Look 2, Braien

- Faded blue pleated trench coat in cotton drill
- Tender yellow pressed-crease wide-leg trousers in technical wool grain-de-poudre
- Mist green DNA shirt in technical cotton poplin
- White straw gardening hat
- Blanc des blancs Monogram rangers
- Faded blue Tool box bag in crocodilian gommato leather

Look 3, Omari

- Mauve shadows paper-doll shirt in nappa goat leather
- Faded blue pressed-crease wide-leg trousers in technical wool grain-de-poudre
- Mist green mouldings sunglasses
- Blanc des blancs Monogram rubber rangers
- Concrete grey Tri Weekender bag in crocodilian matted leather

Look 4, Fernando

- Tender yellow lightweight overcoat in nubuck calf leather
- Faded blue DNA collar shirt in technical poplin
- Old-rose gardening shorts in technical wool grain-de-poudre
- Blanc des blancs straw gardening hat
- Mauve shadows Monogram rubber rangers

Look 5, Marc

- Tender yellow modular parka in technical cotton gabardine
- Tender yellow cargo trousers in technical cotton gabardine
- Tender yellow long-sleeve tee-shirt in cotton jersey
- Heirloom lilac and faded blue LV Trail runners

 Yellow tufted Monogram Macassar canvas Mini Trunk Keepall bag

Look 6, Chao

- Concrete grey modular coat in technical wool grain-de-poudre
- Concrete grey sculptural peak-lapel jacket in technical wool grain-de-poudre
- Flower foulard patchwork DNA shirt in silk twill
- Faded blue gardening shorts in technical wool grain-de-poudre
- Heirloom lilac straw technical gardening hat
- Mauve shadows Monogram rangers

Look 7, Khadim

- Spring flower bouquet mid-layer
- Faded blue inside-out tee-shirt in cotton jersey
- Desert sage pressed-crease wide-leg trousers in technical wool grain-de-poudre
- Mixed-chain bracelet gourmette
- Blanc des blancs Monogram rubber rangers

Look 8, Mitchel

- Concrete grey cut-out jacket in technical wool grain-de-poudre
- Concrete grey draped collar shirt in technical poplin
- Faded blue cigarette trousers in technical wool grain-de-poudre

- Lone LV daisy earring
- Set of 5 enamel flower rings
- Mist green rope belt
- Concrete grey LV Trainers
 Bridge
- Blanc des blancs tufted
 Monogram Triangle Weekender bag

Look 9, Rio

- Faded blue sculptural jacket in technical wool grain-de-poudre
- Mauve shadows crew-neck jumper in merinos wool
- Tender yellow asymetrical pleated skirt in technical wool grain-de-poudre
- Tender yellow flared trousers in technical cotton poplin
- Mist green and Post-it blue workwear knitted gloves
- Concrete grey and dark slate
 LV Trail runners
- Blanc des blancs Damier
 Macassar canvas Wheel-tire
 backpack

Look 10, Jonas

- Desert sage peek-a-boo coat in technical nylon taffeta
- Tender yellow cigarette trousers in technical wool grain-de-poudre
- Tender yellow inside-out tee-shirt in cotton jersey
- Straw gardening hat
- Blanc des blancs rubber
 Monogram rangers
- Concrete grey VVT climbing cord Steamer bag

Look 11, Mino

- Concrete grey fold-crease jacket in technical wool grain-de-poudre with flower foulard patchwork removable lining
- Tender yellow DNA shirt in technical cotton poplin
- Desert sage pressed-crease wide-leg trousers in technical wool grain-de-poudre
- LV daisy stud earring
- Blanc des blancs Monogram rubber rangers

Look 12, Ellery

- Flower foulard hoodie in gathered-plissé silk mousseline
- Faded blue pressed-crease wide-leg trousers in technical wool grain-de-poudre
- Heirloom lilac and faded blue
- Blanc des blancs tufted Monogram Macassar canvas Mini Soft Trunk bag

Look 13, Mamadou

- Faded blue modular boiler-suit in technical cotton canvas
- Faded blue inside-out long-sleeve tee-shirt in cotton jersey
- Mist green moulding sunglasses
- Lone LV daisy earring
- Heirloom lilac and faded blue
 LV Trainers
- Faded blue iPad case in matted crocodilian leather

Look 14, Xu

- Flower foulard patchwork hoodie in technical cotton poplin
- Flower foulard patchwork DNA shirt in silk twill
- Flower foulard patchwork flared trousers in technical poplin
- Post-it pink knitted workwear gloves
- Blue marbled moulding sunglasses
- Heirloom lilac and faded blue LV Trail sneakers
- Blanc des blancs tufted
 Damier Macassar canvas Tri
 Weekender bag

Look 15, Keiynan Lonsdale

- Multicolour sweatshirt in rope embroidery
- Multicolour gardening shorts in rope embroidery
- Lone LV Daisy earring
- Set of 5 LV daisy and sunflower enamel rings
- Blanc des blancs rubber rangers
- Spring flower bouquet adorned turquoise String bag

Look 16, Victor

- Blanc des blancs gathered-plissé hoodie in silk mousseline
- Pleated flower foulard asymetrical skirt in technical cotton poplin
- Flower foulard patchwork pressed-crease wide-leg trousers in silk twill
- LV daisy enamel stud earring

Heirloom lilac and faded blue
 LV Trainers

Look 17, Emilio

- Flower foulard asymetrical dress in technical cotton poplin
- Tender yellow inside-out long sleeve tee-shirt in cotton jersey
- Heirloom lilac flared trousers in technical cotton poplin
- LV violet enamel stud earring
- Raisin and concrete grey
 LV Trail runners
- Spring flower bouquet Trunk clutch

Look 18, Jin Young

- Flower foulard patchwork long shirt in silk twill
- Desert sage peek-a-boo trousers in technical nylon taffeta
- Heirloom lilac and faded blue
 LV Trail runners
- Park bench green tufted Monogram Trunk clutch

Look 19, Pim

- Bleached mauve shadows modular overshirt in overdyed cotton denim
- Bleached mauve shadows modular paper-doll trousers in overdyed cotton denim
- Heirloom lilac inside-out tee-shirt in cotton jersey
- Set of 2 LV ceramic moulding rings
- Mauve shadows moulding sunglasses

- Heirloom lilac and faded blue LV Trainers
- Deep wisteria Soft Trunk Verticale bag in matted crocodilian leather

Look 20, Jil

- Blurred flowers rainproof coat
- Concrete grey Pont Neuf boiler-suit in technical cotton poplin
- Concrete grey rubber Monogram rangers
- Concrete grey Epi leather
 Plage Trunk Keepall bag
- Red leather LV Skate sneaker boots

Look 21, Malick

- Fuscia sculptural jacket in compact technical jersey
- Flower foulard patchwork DNA shirt in silk twill
- Fuscia cigarette trousers in compact technical jersey
- Fuscia rope belt
- Raisin and concrete grey
 LV Trail runners

Look 22, Hector Bellerin

- Fuscia ropes hoodie in crocodilian leather
- Fuscia inside-out tee-shirt in cotton jersey
- Fuscia pressed-crease wide-leg trousers in technical compact jersey
- Raisin and concrete grey
 LV Trainers

Look 23, Taemin

- Concrete grey pleated military parka in technical cotton drill
- Concrete grey pressed-crease wide-leg trousers in technical wool grain-de-poudre
- Black inside-out tee-shirt in cotton jersey
- LV sunflower stud earring
- Straw gardening hat
- Heirloom lilac and faded blue
 LV Trail runners

Look 24, Hang Yu

- Concrete grey peek-a-boo poncho in technical nylon taffeta
- Phantom inside-out tee-shirt in cotton jersey
- Concrete grey peek-a-boo cargo trousers in technical nylon taffetta
- Concrete grey long gloves in flower-embroidered technical tulle
- Heirloom lilac and faded blue
 LV Trail runners

Look 25, Kohei

- Concrete grey scallop-edge coat in padded nylon jacquard
- Concrete grey inside-out tee-shirt in cotton jersey
- Concrete grey scallop-edge shorts in padded nylon jacquard
- Blanc des blancs blanket in padded nylon jacquard
- Set of 2 ceramic moulding rings
- Concrete grey Monogram rubber rangers

Blanc des blancs tufted
 Monogram Trekking backpack

Look 26, Abe

- Concrete grey coat in flower-embroidered technical tulle
- Concrete grey DNA shirt in flower-embroidered technical tulle
- Concrete grey inside-out long-sleeve tee-shirt in cotton jersey
- Concrete grey gathered overskirt in technical tulle
- Concrete grey pressed-crease wide-leg trousers in technical wool grain-de-poudre
- Concrete grey and tender yellow LV Trail runners

Look 27, Cheikh

- Yellow Monogram raincover
- Yellow inside-out long-sleeve tee-shirt in cotton jersey
- Tender yellow pressed-crease wide-leg trousers in technical wool grain-de-poudre
- Yellow Monogram raincover hat
- Blanc des blancs Monogram rubber rangers
- Monogram Macassar canvas
 Soft Trunk bag with yellow
 Monogram raincover

Look 28, Nat

 Concrete grey gardening trench-coat with flower embroidery in technical cotton canvas

- Post-it blue Pont Neuf shirt in technical cotton poplin
- Concrete grey pressed-crease wide-leg trousers in technical wool grain-de-poudre
- Heirloom lilac and faded blue
 LV Trail runners
- Flower bouquet printed Keepall bag in Monogram Eclipse canvas

Look 29, Arun

- Concrete grey modular hoodie in lacon shearling
- Concrete grey rope shorts in wool drill
- Blanc des blancs inside-out tee-shirt in cotton jersey
- Marbled blue mouldings sunglasses
- Floral Blanc des blancs rubber high boots
- Set of 2 mini Soft Trunk Compacts: blanc des blancs Cuir Taurillon gommato leather and tufeted Damier Macassar canvas

Look 30, Wellington

- Camel bee-keeper parka with flower garden embroidery in technical cotton canvas
- Camel gardening trousers with flower garden embroidery in technical cotton canvas
- Blanc des blancs inside-out tee-shirt in cotton jersey
- Blanc des blancs Monogram rubber rangers

Look 31, Louis

- Rust LV lace inside-out tee-shirt in technical jersey
- Concrete grey wide-leg trousers in crocodilian leather
- Set of 5 bracelets: 2 friendship, 2 mixed-chain and 1 strass LV daisy
- Concrete grey Monogram rangers

Look 32, Vassili Schneider

- Concrete grey padded parka in technical cotton taffeta
- Concrete grey double-jacket in technical wool grain-de-poudre
- Concrete grey DNA shirt in technical cotton poplin
- Concrete grey gardening shorts in technical wool grain-de-poudre
- Post-it blue knitted workwear gloves
- Straw gardening hat
- Lone LV daisy enamel earring
- Floral blanc des blancs rubber high boot
- VVT concrete grey Backpack Soft Trunk bag

Look 33, Chahine

- Dark slate paper-doll trench-coat pony-hair leather
- Post-it blue double-jacket in technical cotton poplin
- Post-it blue Pont Neuf shorts in technical cotton poplin
- Mauve shadows Monogram rangers

VVT concrete grey Tri
 Weekender bag carrying
 a spring flower bouquet

Look 34, Baba

- Post-it blue blouson in padded nylon jacquard
- Post-it blue scallop-edge tee-shirt top in padded nylon jacquard
- Post-it blue pressed-crease wide-leg trousers in technical cotton poplin
- Post-it yellow and pink workwear knitted gloves
- Post it blue rolled up blanket in padded nylon jacquard
- Navy and black LV Trail runners
- Turquoise tufted Monogram Macassar canvas Commercial Trekking backpack

Look 35, Idris

- Post-it blue peak lapel jacket in technical cotton poplin
- Post-it blue LV chainlink apron mid-layer
- Post-it blue inside-out tee-shirt in cotton jersey
- Post-it blue flared trousers in technical cotton poplin
- Set of 2 LV ceramic moulding rings
- Heirloom lilac and faded blue
 LV Trail runners
- Turquoise Sac Plat slingbag in Cuir Taurillon gommato leather carrying a spring flower bouquet

Look 36, Jeremiah

- Dark slate sporty double-coat in technical wool drill
- Dark slate hoodie in flower-embroidered technical tulle
- Post-it blue inside-out tee-shirt in cotton jersey
- Dark slate cargo trousers in flower-embroidered technical tulle
- Post-it blue cargo trousers in technical cotton taffetta
- Heirloom lilac and faded blue
 LV Trail runners
- Park bench green Mini Sac Triangle bag in Cuir Taurillon gommato leather

Look 37, Sonni

- Dark slate sculptural jacket in technical wool grain-de-poudre
- Faded blue draped collar shirt in technical cotton poplin
- Dark slate gardening shorts in technical wool grain-de-poudre
- Turquoise gloves in Cuir Taurillon gommato leather
- Dark slate straw gardening hat
- Blanc des blancs rubber high boots
- Turquoise Trunk Keepall bag in tufeted Monogram Macassar canvas

Look 38, Lucien Clarke

Dark slate sculptural double-breasted jacket

- in technical wool grain-de-poudre
- Dark slate inside-out long sleeve knitted tee-shirt in merinos wool
- Dark slate ropes trousers in technical wool grain-de-poudre
- Heirloom lilac and faded blue
 LV Trail runners
- Post-it blue mesh Tri
 Weekender bag

Look 39, Preben

- Dark slate knitted jacket in felted merinos wool
- Dark slate inside-out tee-shirt in cotton jersey
- Dark slate slim cargo trousers in technical cotton taffeta
- Strass daisy necklace
- Dark slate rope belt
- Heirloom lilac and faded blue
 LV Trail runners

Look 40, Alec

- Dark slate pleated military parka in cotton drill
- Dark slate pleated asymetrical skirt in technical wool gabardine
- Dark slate wide leg trousers in technical wool gabardine
- Dark slate long sleeve knitted tee-shirt in merinos wool
- Raisin and concrete grey
 LV Trail runners
- Sac Plat Plus bag in Monogram Macassar canvas

Look 41, Nigel

- Dark slate double-breasted Pont Neuf lace patches in wool gabardine
- Post-it blue DNA shirt in technical cotton poplin
- Dark slate pleated shorts in wool grain-de-poudre
- Orange and Post-it blue workwear knitted gloves
- Dark slate Monogram rubber rangers

Look 42, Mamadou

- Desert sage multilayered long shirt in Monogram tulle
- Desert sage multilayered cargo trousers in Monogram tulle
- Blanc des blancs rubber Monogram rangers
- Blanc des blancs tufted
 Monogram Sac Plat Plus bag

Look 43, Elliot

- Blanc des blancs savoir-faire kite mid-layer in Monogram jacquard technical organza
- Blanc des blancs inside-out tee-shirt in cotton jersey
- Blanc des blancs flared trousers in technical cotton poplin
- LV Daisy chain enameled bracelet and ring
- Blanc des blancs rope belt
- Blanc des blancs rubber Monogram rangers

Look 44, Evan

- Multicolour layered jacket in Monogram technical tulle
- Multicolour layered tee-shirt top in Monogram technical tulle
- Multicolour layered gardening shorts in Monogram technical tulle
- LV daisy stud earring
- Multicolour ceramic gourmette necklace
- Blanc des blancs cotton socks
- Blanc des blancs rubber rangers

Look 45, Kirill

- Multicolour crocheted sunflower bouquet mid-layer in merinos wool
- Blanc des blancs crocheted hooded-shirt in glazed calf leather
- Blanc des blancs crocheted trousers in glazed calf leather
- Blanc des blancs Monogram rangers
- Spring flower bouquet
 President backpack

Look 46, Alton

- Charcoal heather-grey sporty double coat in technical wool twill
- Phantom draped collar shirt in technical cotton poplin
- Charcoal heather-grey pressed-crease wide-leg trousers in technical wool grain-de-poudre
- Spring flower bouquet and heirloom lilac straw

gardening hat - Black Monogram rangers

Look 47, Zenedine

- Blanc des blancs savoir-faire sail kite mid-layer in Monogram jacquard technical organza
- Blanc des blancs Pont Neuf boiler-suit in technical cotton poplin
- Blanc des blancs Monogram rangers

Look 48, Tristan

- Phantom Pont Neuf shirt in technical canvas
- Phantom Pont Neuf shorts in technical canvas
- Nude long gloves in flower embroidered technical tulle
- Black straw gardening hat
- Black and fuscia rubber
 Monogram high boots
- Black blanket in padded nylon jacquard
- Green tufetage Trekking backpack
- Trunk Keepall bag in tufeted Damier Macassar canvas

Look 49, Tristen

- Charcoal heather-grey ropes coat in wool twill
- Charcoal heather grey ropes double-jacket in wool twill
- Charcoal heather grey cigarette trousers in wool twill
- Straw gardening hat
- Blanc des blancs and floral rubber high boots

Park bench green tufted
 Triangle backpack in Monogram
 Macassar canvas with spring
 flower bouquet

Blanc des blancs gardening shorts in technical bouclette

 Blanc des blancs Monogram high boots

Look 50, Yang

- Black crocheted hooded-shirt in glazed calf leather
- Black crocheted wide-leg trousers in glazed calf leather
- Concrete grey long gloves in flower embroidered technical tulle
- Black Monogram high boots
- Park bench green Steamer bag in tufeted Damier Macassar canvas and Soft Trunk bag

Look 51, Kristers

- Dark grey modular knitted hoodie in silk
- Black inside-out tee-shirt in cotton jersey
- Phantom pressed-crease
 wide-leg trousers in tehcnical
 wool grain-de-poudre
- Concrete grey long gloves in flower embroidered technical tulle
- Black LV Trainers
- Military green Trunk Keepall bag in buffed crocodilian leather

Look 52, Jako

- Blanc des blancs box kite mid-layer in Monogram jacquard technical organza
- Blanc des blancs draped collar shirt in technical cotton poplin

Look 53, Felix

- Blanc des blancs cut-out suit jacket in technical wool canvas
- Blanc des blancs cigarette trousers in technical wool canvas
- Blanc des blancs crew-neck jumper in fine merinos wool
- Mauve shadows rope belt
- Set of 6 sunflower and daisy enamel LV rings
- Blanc des blancs Monogram rubber rangers
- Back tufted Monogram Macassar canvas Tri Weekender

Look 54, Ismael

- Blanc des blancs coat in technical lambskin leather
- Blanc des blancs envelopes mid-layer in technical lambskin
- Blanc des blancs inside-out long-sleeve tee-shirt in cotton jersey
- Blanc des blancs slim cargo trousers in technical cotton taffeta
- Blanc des blancs Cuir Taurillon leather rope wrapped belt
- Blanc des blancs Monogram rubber rangers
- Spring flower bouquet Keepall bag

Look 55, Dev

- Blanc des blancs sculptural jacket in technical wool grain-de-poudre
- Blanc de blanc pressed-crease wide-leg trousers in technical wool grain-de-poudre
- Blanc des blancs crew-neck jumper in merinos wool
- Spring daisy bouquet mid-layer
- Damier Ebène printed headscarf
- Blanc des blancs Monogram rangers
- Blanc des blancs tufted Monogram Sac Plat Messenger bag

Look 56, Octavian

- Spring flower bouquet tufted aviator jacket in calf leather
- Blanc des blancs inside-out tee-shirt in cotton jersey
- Blanc des blancs gardening shorts in techincal wool gabardine
- Multicolour ceramic gourmette necklace
- Green and white strass daisy necklace
- LV daisy stud earring
- Concrete grey marble mouldings sunglasses
- Blanc des blancs LV Trainers

Look 57, Austin

- Blanc des blancs Bagages mid-layer in Monogram jacquard technical organza
- Blanc des blancs gathered-plissé tee-shirt in silk mousseline

- Blanc des blancs peek-a-boo trousers in technical nylon taffeta
- Blanc des blancs LV Trainers
- Blanc des blancs Tool box bag in Cuir Taurillon leather

Look 58, Delfin Finley

- Box kite mid-layer in Monogram Macassar canvas
- Blanc des blancs drapped collar shirt in technical cotton poplin
- Blanc des blancs cargo trousers in technical cotton poplin
- LV daisy stud earring
- Blanc des blancs rubber Monogram rangers