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## Louis Vuitton Men's collection by Virgil Abloh Fall-Winter 2020

Streetwear is a label freely adopted and rejected by Virgil Abloh. Through the contemporary breakdown of dress codes, the popular idea of streetwear calls for a redefinition of the term itself. Today, streetwear characterises the clothes we actually wear and the way we wear them. For the Louis Vuitton Fall-Winter 2020 collection, men's artistic director Virgil Abloh studies the evolving anthropology of the suit and the reprogramming of traditional dress codes. Tailoring and the tapered silhouette – the firm symbols of convention, trade and success – depart their corporate comfort zone: twisted and turned, the dress codes of an old world are neutralised, re-appropriated and embraced for a progressive *joie de vivre*. Don't let your day job define you.

Employing his evolving premise of boyhood at Louis Vuitton, Virgil Abloh investigates the lifelong relationship formed by adolescent and young men with shirting and suiting. It is material and figurative exercise in freedom, presented within the familiar constrictions of tailoring. Surrealism is the instinctive act of making the ordinary extraordinary. The abstraction of the familiar expands our routine horizons and makes us see the world through unfazed eyes. Virgil Abloh applies the mechanics of the surreal to rewind the clock on our collective age-inflicted comprehension. Gazing at the world through the optics of a child – of an adolescent or a young man – is tantamount to first impressions, to the purity of mind and the refreshing optimism of naivety. The turn of a decade heralds an appetite for fresh motivations.

Through a childlike perspective, the phenomena and traditions we take for granted are invigorated and elevated. Hovering over our heads like the ceiling of an age-old chapel or an everlasting film set, the clouds in the sky appear dreamlike and infinite: Heaven on Earth. Broken clocks, engineered to spin backwards, are still right twice a day. The suit – a man's mundane corporate uniform – is de- and recoded into a symbol of craft and creativity. As part of the set in the Jardin des Tuileries, the traditional tools of the artisan are magnified into lionised sculptures; the icons of tradition honoured and changed with equal enjoyment.

# Louis Vuitton Men's collection by Virgil Abloh Fall-Winter 2020

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

Edition No. 5, January 2020.

#

3%

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

2054

The bicentennial of Louis Vuitton, the fashion House founded in 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 its point of origin. [PS20]

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]

A

**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 mid-layer. Also: a gathering of many people, generally for a greater purpose. [SS20]

## Architecture

Conceived by the architect (from Greek *arkhitektōn*: 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]

## B

### Bags

The ultimate expression of utility. Building on Virgil Abloh's 3% methodology, Fall-Winter 2020 abstracts the Louis Vuitton classics in distorted form that follows the contours of the body. The collection's cloud motif adorns a new backpack, bum bag and sling bag with multi-pocketing as well as small leather goods. A business backpack takes its shapes from the side of the classic keepall, while new briefcases feature multi-functional straps for wearability. Crocodile appears simplified. Quilted floral Monogram bag feature alongside new takes on tuftage. Armagnac-coloured is matched with cowhide and Monogram detailing. [FW20]

## 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 marshmallow or three-dimensional effect, it is connected to Virgil Abloh's leitmotif of boyhood due to its swaddling and oversized properties. [FW19]

## Borderline Anglaise

A magnified interpretation of Broderie Anglaise, which incorporates the Louis Vuitton floral Monogram. [FW20]

## 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]

### **Businessman**

A characterisation employed to describe someone who conducts business. [FW20]

## **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]

### **Casual Fridays**

"I'm not about rejecting the corporate system. I'm about claiming it in and twisting it." – Virgil Abloh. [FW20]

### **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]

### **Clock**

A piece of time representative of the micro and macro measures of our lives. When broken, still

right twice a day. [FW20]

### **Cloud**

A mystical substance that can make or break a day beyond human control. A wolf in sheep's clothing. [FW20]

### **Cloudification**

The transformation of a basic garment into a cloudlike shape through fur or fluffy materials, effectively elevating its meaning. See: surrealism. [FW20]

### **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]

### **Corporate**

"Don't let your day job define you." –Virgil Abloh. [PF20]

### **Craquelure**

The fine fracturing formed on the surface of age-old paintings. Or: a figurative technique in which a traditional garment is broken into pieces and reassembled again,

effectively de- and coding the societal values of the garment. [FW20]

## 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

### Dandy

An 18th century label for the obsessive male dresser later defined by Charles Baudelaire as the male aspiration to becoming "uninterruptedly sublime". Today, the term can be employed to describe sartorial values or looks. Also: an adjective for something great. "His pennyloafers were just dandy." [PF20]

### Day job

A daytime profession held by an individual, whose night-time profession contrasts it. Or: metaphor employed by Virgil Abloh to delineate the ordinary or conventional. [FW20]

### De-appropriation

The act of overwriting the conventional associations of traditional dress codes and claiming them for a new generational state of mind. [FW20]

### Decoding

The deconstruction of the social, professional or political connotation of

conventional dress codes followed by the contemporary liberated re-programming of the same dress codes. [FW20]

## 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]

## E

### Encasement

The act of covering the entirety 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]

### 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 co-dependent 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]

### **Flouncification**

A method which imbues the lifeless with life by way of flounces. The twisting of the familiar into something new. [FW20]

### **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 foliated his mid-layer to match his straw hat." [SS20]

### **Footprint**

The imprinted outline of a sole neutral to definitions of ethnicity and culture. The evidence of presence; the memory of impact. [FW20]

### **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 evolvment 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, hand-embroidered, 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]

## H

### 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]

## Heaven

Utopia. [FW20]

## I

### In-vest-ment

A technique in which the features of a vest or waistcoat are embossed into the body of a shirt, effectively hybridising them into a two-in-one. [FW20]

### 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 self-expression 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]

## **Jewellery**

Objects of decoration often characterised by an all-that-glitters-is-gold understanding of ornamentation. The Fall-Winter 2020 collection honours an idea of craftsmanship in jewellery that evokes a feeling of hand-moulding. Forged in metal and covered in powder coating, Cuban chains and charm bracelets – with charms matching the clock and tool components featured in the set – assume the sky and cloud palette of the collection, and well as multi-coloured hues. Similarly crafted, kaleidoscopic tie clips and cufflinks interpret the jewellery of the corporate uniform from a childlike point of view. [FW20]

## **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]

## **K**

### **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]

## **Knitamorphosis**

A portmanteau describing the transformation of a tailored garment typically constructed in fabric into knitwear, effectively re-programming its traditional dress code. [FW20]

## **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]

### **Longoism**

The exercise of exhibiting



**abnormal behaviour in normal uniforms. [FW20]**

### **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]

### **LV<sup>2</sup>**

A Louis Vuitton collaboration line between Virgil Abloh and the Japanese designer Nigo, launched for Pre-Fall 2020. See: squaring. [PF20]

### **LV Made**

The graphic fusion of Louis Vuitton and Human Made, the brand designed by Nigo, who collaborated with Virgil Abloh on the Louis Vuitton line LV<sup>2</sup>. [PF20]

### **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]

## **Mod**

A 1960s British subculture employed as the sartorial premise for LV<sup>2</sup>, the Louis Vuitton collaboration between Nigo and Virgil Abloh. [PF20]

## **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 off-putting." –Virgil Abloh. [SS19]

## **Mountain**

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

## **Mount Fuji**

Nature's own graphic, the volcano is the spiritual and aspirational symbol of

the wonders of Japan, and a motif used in LV<sup>2</sup>, the Louis Vuitton collaboration between Virgil Abloh and Nigo. [PF20]

## **N**

### **Nigo**

Japanese designer and founder of the brand Human Made, who formerly founded BAPE and co-founded Billionaire Boys Club. For Pre-Fall 2020, Nigo collaborated with Virgil Abloh on the Louis Vuitton line LV<sup>2</sup>. "Nigo is a cult figure of an esoteric sector of fashion popularly defined as streetwear." – Virgil Abloh. [PF20]

### **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]



## O

### 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]

## P

### Palette

For Fall-Winter 2020, an image

of Heaven on Earth informs a palette of sky blue and cloud white, set against the colours of the traditional men's shirting and suiting wardrobe. Through childlike optics, formal tones including black, navy, burgundy, beige and camel are elevated from their conventional codes and imbued with new values. Shots of fluo colours are employed to lift garments out of their familiar connotations. [FW20]

### 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]

### **Pinstripe**

A vertical pattern of thin stripes often used in suiting, pinstripes were employed in the 18th century tailoring of London bankers to signify their place of work. [PF20]

### **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 lead-up 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 guests

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]

### Production, Fall-Winter 2020

In the Jardin des Tuileries, a surrealist vision of Heaven on Earth plays gallery to the traditional tools of the artisan – the icons of craftsmanship – magnified into lionised sculptures. [FW20]

## 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 Fall-Winter 2020, ties are formed between sneakers and the traditional codes of formal shoes. Derbies are encased in harnesses, nodding at midlayers, a recurring feature in the work

of Virgil Abloh for Louis Vuitton. A sharp Chelsea boot pays links formality with the feeling of a sporty shoe, while a mid-high-top sneaker – featuring the new LV Comet logo – is designed to be worn with tailoring. [FW20]

## 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]

## Soundtrack

Soundtrack, Fall-Winter 2020

The Fall-Winter 2020 soundtrack – supervised by Benji B – features Cybotron, the pioneering Detroit group co-founded by the originator of techno, Juan Atkins. Widely regarded as an innovator of electronic music, the group influenced genres including techno, electro and hip hop. Made by human hand using machines, the score reflects the theme of artisanal construction of clothes and bags substantial to the collection. [FW20]

## Squaring

The multiplication of a number by itself. The acknowledgment that one idea can co-exist with another. See: LV<sup>2</sup> [PF20]

## 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]

## Suit

A uniform of a corporate kind. Originally thought vital to conduct business, but within modern times, actually just a uniform. [FW20]

## Sunglasses

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

## Surrealism

When streetwear imitates formalwear. When life imitates art. And vice versa.

Also: an artistic movement initiated in 1917 largely concerned with twisting the ordinary, effectively imbuing the familiar with new meaning. [FW20]

## Sweats

"Fashion can either ignore what's happening in the real world, or partake in it."

—Virgil Abloh. [SS19]

## T

### 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

A symbol of the utmost uptight. [FW20]



## **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]

## **Tradition**

Customs or codes passed on from one generation to another, interpreted and invigorated in accordance with time. "Old habits die hard." [PF20]

## **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 hyper-functionality 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]

## **Twisted elegance**

A technique in which several

shirts and/or ties are folded and wrapped around the body, then patchworked and pressed into a single shirt. [FW20]

## 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]

## V

### 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 all-black ensemble cast. [FW19]

## Z

### 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.



1



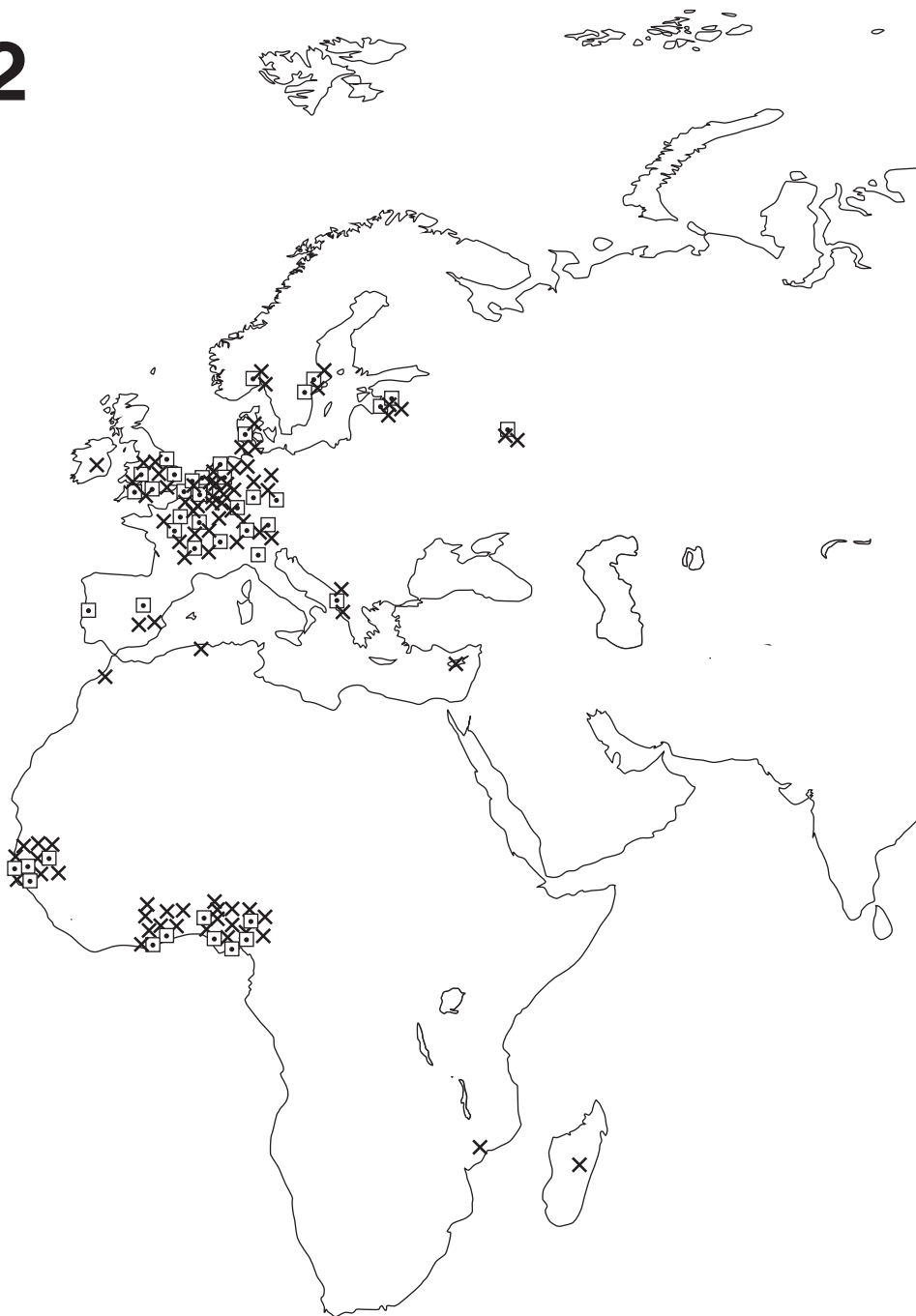
# Louis Vuitton Men's collection by Virgil Abloh Fall-Winter 2020

## Map key

▣ = Model's place of birth

× = Model's parents place of birth

2



# Louis Vuitton Men's collection by Virgil Abloh Fall-Winter 2020

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# Louis Vuitton Men's collection by Virgil Abloh Fall-Winter 2020

## Look 1 - Senne

- Heather camel tailored suit in wool gabardine
  - White and blue pinstriped shirt in cotton poplin with matching tie
  - Egret LV clay tie clip in metal with a ceramic finishing
  - Brown chiseled LV Chelsea boots in waxed calf leather
  - Tan Bent Keepall bag in VV Ombré leather
- 

## Look 2 - Francis

- Faded brown three-button suit in wool gabardine
  - White and blue pinstriped shirt in cotton poplin and matching tie
  - Brown chiseled LV Chelsea boots in Ombré waxed calf leather
  - Gradient Bent Steamer bag in VV Ombré leather
- 

## Look 3 - Vassili

- Storm brown tailored suit in wool gabardine
- White and black double hair-striped shirt in cotton poplin with matching tie
- White LV clay tie clip in ceramic finished metal

- Brown chiseled LV Chelsea boots in Ombré waxed calf leather
  - Gradient nomad Bent Soft Trunk bag in VV Ombré leather
- 

## Look 4 - Adamu

- Hunter green tailored suit in wool gabardine
  - Hunter green cummerbund mid-layer in wool gabardine
  - Powder blue shirt in cotton poplin with matching tie
  - Powder blue LV clay tie clip in metal with a ceramic finishing
  - Hunter green chiseled LV Chelsea boots in Ombré waxed calf leather
  - Black Bent Steamer bag in Taïga leather and Monogram Ebene canvas
- 

## Look 5 - Anatoli

- Black tailored coat in wool cavalry twill
- Black tailored trousers in wool gabardine
- Black suit vest in wool gabardine
- White and blue candy-striped classic shirt in cotton poplin with matching tie
- Black chiseled LV Chelsea boots in waxed calf leather
- Black Bent Keepall bag

in tanned cowhide leather  
and Monogram Ebene canvas

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#### Look 6 - Nick

- Black double-breasted tailored jacket in wool gabardine
  - Black tailored trousers in wool gabardine
  - Powder blue classic shirt in cotton poplin with matching tie
  - Black chiseled LV Chelsea boots in waxed calf leather
  - Black Bent Soft Trunk bag in calf leather and Monogram Ebene canvas
- 

#### Look 7 - Matthieu

- Powder blue classic shirt in cotton poplin and matching tie
  - Powder blue tank top in knitted Merino wool
  - Navy blue tailored trousers in wool grain-de-poudre
  - Powder blue LV clay cufflinks and tie clip in metal with ceramic finishing
  - Black Art-deco belt in calf leather
  - Black chiseled LV Chelsea boots in waxed calf leather
  - Keepall bag in Monogram Eclipse tapestry
- 

#### Look 8 - Ismael

- Powder blue classic shirt in cotton poplin and matching tie
- Powder blue mid-layer harness in cotton poplin

- Navy blue tailored trousers in wool grain-de-poudre
  - Powder blue tie clip in metal with a ceramic finishing
  - Egret LV Square cufflinks in metal with a ceramic finishing
  - Black chiseled LV Chelsea boots in waxed calf leather
  - Sac Plat in Monogram Eclipse tapestry
- 

#### Look 9 - Lee Minseok

- Mid-layer illusion classic shirt in printed cotton poplin
  - Navy blue cummerbund mid-layer in wool gabardine
  - Blue and white pinstriped tie in cotton poplin
  - Navy blue flared trousers in wool gabardine
  - Egret LV Square cufflinks and tie clip in metal with ceramic finishing
  - Black chiseled LV Chelsea boots in waxed calf leather
  - Keepall bag in Monogram Ebene tapestry
- 

#### Look 10 - Fernando

- Navy blue zig-zag pleated cardigan in knitted wool
- White and blue pinstriped classic shirt in cotton poplin and matching tie
- Black tailored trousers in wool gabardine
- Egret LV clay tie clip in metal with a ceramic finishing
- Black Art-deco belt in calf leather
- Black chiseled LV Chelsea boots in waxed calf leather



- Tan briefcase in crocodilian leather

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#### Look 11 - Paul

- Storm brown mid-layer tailored suit jacket in wool gabardine
- Storm brown tailored trousers in wool gabardine
- White and blue pinstriped shirt in cotton poplin with matching tie
- Black chiseled LV Chelsea boots in waxed calf leather
- Fluorescent pink Keepall bag in Cuir Taurillon gommato leather

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#### Look 12 - Wellington

- Faded brown mid-layer tailored coat in wool gabardine
- Faded brown tailored trousers in wool gabardine
- White and navy blue double hair-striped shirt in cotton poplin and matching tie
- White LV clay tie clip in metal with ceramic finishing
- Flash pink hat in knitted cashmere
- Dark brown chiseled LV Chelsea boots in Ombré waxed calf leather

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#### Look 13 - Diogo

- Black cut-out tailored suit in wool gabardine
- Blue and white candy-striped classic shirt in cotton poplin with matching tie

- Fluorescent pink LV clay tie clip in metal with ceramic finishing
- Black chiseled LV Chelsea boots in waxed calf leather
- Egret Keepall bag in quilted leather

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#### Look 14 - Fabian

- Iridescent copper coat in metallized mink fur
- Burgundy gradient check tailored suit in wool jacquard
- White and blue pinstriped shirt in cotton poplin and matching tie
- Brown LV Harness derbies in glazed calf leather and Monogram Ebene canvas straps
- Hunter green and black cardholder necklace in Taïga leather
- Hunter green and black Soft Trunk bag in Taïga leather and Monogram Ebene canvas

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#### Look 15 - Jeremy

- Burgundy gradient check cut-out tailored coat in wool jacquard
- Burgundy gradient tailored trousers in wool jacquard
- Burgundy tank top in knitted cashmere
- Burgundy hat in knitted mohair
- Egret classic shirt in cotton poplin and matching tie
- Egret LV clay tie clip in metal with a ceramic finishing
- Bent Soft Trunk bag in VV Ombré leather

- Brown LV Harness derbies in glazed calf leather and Monogram Ebene canvas
- 

#### Look 16 - Abdullahi

- Flintstone cut-out tailored hoodie in wool gabardine
  - Black wide-leg trousers in wool gabardine
  - Egret classic shirt in cotton poplin and matching tie
  - Multicolour gourmette chain necklace and ring
  - LV trainers in Monogram Eclipse canvas
  - Black Speaker Trunk
- 

#### Look 17 - Jonas

- Black cut-out tailored coat in wool cavalry twill
  - Black tailored trousers in wool gabardine
  - White and blue pinstriped classic shirt in cotton poplin with matching tie
  - White and blue pinstriped cummerbund mid-layer in cotton poplin
  - Flintstone hat in knitted mohair
  - Black Art-deco belt in calf leather
  - Multicolour gourmette chain necklace in metal
  - Egret LV clay tie clip in metal with a ceramic finishing
  - Black LV Harness derbies in glazed calf and egret shearling
  - Keepall bag in Monogram Eclipse tapestry
- 

#### Look 18 - Maurits

- Egret gradient tailored 3 piece suit in wool houndstooth
  - Egret classic shirt in cotton poplin and matching tie
  - Black LV Harness derbies in glazed calf leather and Monogram Eclipse canvas
- 

#### Look 19 - Naoki

- Hunter green double-breasted blazer in cotton denim
  - Hunter green tailored trousers in wool gabardine
  - White and navy blue hair-striped classic shirt and matching tie
  - Wallet trunk in Monogram wood
  - Brown LV Harness derbies in calf leather and fluorescent pink rubber
- 

#### Look 20 - Khadim

- White and blue pinstriped shirt in cotton poplin with matching tie
- Powder blue cummerbund mid-layer in cotton poplin
- Hunter green jeans in flocked cotton denim
- Powder blue LV clay tie clip in ceramic finished metal
- Mauve shadows hat in knitted mohair
- Square belt in Monogram Ebene canvas
- Egret square cufflinks in ceramic finished metal
- Brown LV Harness derbies in calf glazed leather and Monogram Ebene canvas

- Hunter green backpack in Taïga leather

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#### Look 21 - Jehtro

- Cobalt blue windbreaker in wool gabardine
- Flintstone tailored trousers in wool grain-de-poudre
- Flintstone suit vest in wool grain-de-poudre
- White and blue pinstriped classic shirt in cotton poplin and matching tie
- Fluorescent pink set of 3 LV clay rings and tie clip in metal with ceramic finishing
- Armagnac briefcase in Taïga leather and Monogram Ebene.
- LV trainers in Monogram Ebene canvas

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#### Look 22 - Freek

- Flintstone front-to-back hoodie in wool gabardine
- Flintstone flared trousers in wool gabardine
- White and powder blue pinstriped shirt in cotton poplin and matching tie
- Flintstone hat in knitted mohair
- Fluorescent pink fingerless gloves in knitted nylon
- Flintstone LV Harness derbies in glazed leather and powder blue rubber
- Powder blue bum-bag in crocodilian leather

#### Look 23 - Lucien

- Camel duffle coat in needle-punched shearling and wool
- Camel irregular banker striped tailored suit in wool
- Faded blue classic shirt in wool twill and matching tie
- Flintstone tie clip in metal with a ceramic finishing
- Fluorescent pink fingerless gloves in knitted nylon
- Hunter green chiseled LV Chelsea boots in Ombré waxed calf leather
- Tan briefcase in Monogram quilted leather

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#### Look 24 - Yangyabo

- Cobalt blue windbreaker in performance nylon
- Blue and white candy-striped classic shirt in poplin cotton and matching tie
- Navy blue tailored trousers in wool grain-de-poudre
- Flash pink hat in knitted mohair
- Bright blue fingerless gloves in knitted nylon
- LV trainers in Monogram Ebene canvas
- 48-hour bag in Monogram Ebene canvas

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#### Look 25 - Jeremiah

- Fluorescent pink field jacket in wool cavalry twill
- Fluorescent pink tailored trousers in wool gabardine
- Egret classic shirt in cotton poplin

- Brown chiseled LV Chelsea boots in Ombré waxed calf leather
  - Tan Keepall bag in Monogram quilted leather
- 

#### Look 26 - Arthur

- Camel suit parka in wool felt
  - Camel tailored trousers in wool gabardine
  - Camel cummerbund mid-layer in wool gabardine
  - Fluorescent pink crewneck jumper in knitted cashmere
  - Brown chiseled LV Chelsea boots in Ombré waxed calf leather
- 

#### Look 27 - Jay

- Egret front-to-back jacket in Calgan shearling
  - Camel tailored trousers in wool gabardine
  - White and blue pinstriped classic shirt in cotton poplin and matching tie
  - Brown chiseled LV Chelsea boots in Ombré waxed calf leather
  - White Bent Keepall bag in crocodilian leather
- 

#### Look 28 - Jefferson

- Camel Monogram workwear jacket in nubuck shearling
- Hunter green tailored trousers in wool gabardine
- White and black double hair-striped classic shirt in cotton poplin and matching tie

- Fluorescent pink LV clay hoop-earring in metal with a ceramic finishing
  - Hunter green chiseled LV Chelsea boots in Ombré waxed calf leather
  - Tan Bent Soft Trunk bag in crocodilian leather
- 

#### Look 29 - Alexander

- Storm brown cropped blouson in calf leather
  - Storm brown tailored trousers in silk and cashmere flannel
  - Storm brown classic shirt in silk and cashmere flannel and matching tie
  - Brown LV Harness derbies in glazed calf leather and Monogram Ebene canvas
  - Hunter green Keepall bag in Taïga leather and Monogram Ebene canvas
- 

#### Look 30 - Bedzo

- Storm brown tailored suit in calf leather
  - White and navy blue double hair-striped classic shirt in cotton poplin and matching tie
  - Egret tie clip in metal with ceramic finishing
  - Brown green chiseled LV Chelsea boots in Ombré waxed calf leather
  - Hunter green iPad case in Taïga leather and Monogram Ebene canvas
  - Hunter green briefcase in Taïga leather and Monogram Ebene
-

### Look 31 - Robin

- Storm brown trench-coat in calf leather bonded with wool felt
  - Storm brown tailored trousers in wool gabardine
  - Storm brown classic shirt in wool poplin and matching tie
  - Storm brown LV clay tie clip in metal with a ceramic finishing
  - Brown chiseled LV Chelsea boots in Ombré waxed calf leather
  - Hunter green phone box in Taïga leather
  - Hunter green grand cabas in Taïga leather
- 

### Look 32 - Junhee

- Storm brown double layer blouson in calf leather bonded with wool felt
  - Storm brown tailored trousers in wool gabardine
  - Powder blue double pinstriped classic shirt in silk twill
  - Powder blue tie in silk twill
  - Brown LV Harness derbies in glazed calf leather and Monogram Ebene canvas
  - Hunter green and black Steamer bag in Taïga leather and Monogram Ebene canvas
- 

### Look 33 - Shawn

- Dark brown field jacket in embossed calf leather
- Dark brown cummerbund mid-layer in calf leather
- Dark brown tailored trousers in calf leather
- Storm brown crewneck jumper

in knitted cashmere

- White and black double hair pinstripes shirt in cotton poplin with matching tie
  - Brown chiseled LV Chelsea boots in Ombré waxed calf leather
  - Hunter green Keepall bag in Taïga leather and Monogram Ebene canvas details
- 

### Look 34 - Eduards

- Iridescent silver jumper in metallized mink fur and wool intarsia
  - Black tailored trousers in wool gabardine
  - Blue and white wide double hair-striped classic shirt in cotton poplin
  - White and blue pinstriped tie in cotton poplin
  - Black chiseled LV Chelsea boots in waxed calf leather
  - Black Speaker Trunk
- 

### Look 35 - Jurijs

- Striped patchwork shirt in cotton poplin
- Navy blue tailored slim trousers in wool gabardine
- White and blue pinstriped tie in cotton poplin
- Powder blue daisy cufflinks in metal with ceramic finishing
- Set of 2 powder blue LV clay rings and tie clip in metal with ceramic finishing
- Black belt in calf leather
- Black LV Harness derbies and in glazed calf leather and cobalt blue rubber

- Black Monogram briefcase  
in quilted leather
- 

#### Look 36 - Toyosi

- Black patchwork tailored coat  
in wool gabardine  
and cotton poplin appliqués
  - Black tailored trousers  
in wool gabardine
  - White and blue pinstriped  
classic shirt  
in cotton poplin  
and matching tie
  - Cloud blue set of 3 LV clay  
rings and tie clip  
in metal with ceramic finishing
  - Black cabas in quilted  
Monogram leather
  - Black chiseled LV Chelsea  
boots in waxed calf leather
- 

#### Look 37 - Quaye

- Iridescent gold coat  
in metallized fox fur
  - Navy blue tailored trousers  
in wool grain-de-poudre
  - Gradient striped classic  
shirt in silk twill  
and matching tie
  - Navy blue LV clay tie clip  
in metal with ceramic finishing
  - Black Art-deco belt  
in calf leather
  - Black LV Harness derbies  
and Monogram Eclipse
- 

#### Look 38 - Felix

- Camel patchwork trench-coat  
in cotton gabardine
- Striped patchwork top  
in cotton poplin
- Faded brown tailored trousers

- in wool gabardine
  - Black chiseled LV Chelsea  
boots in waxed calf leather
  - Black Art-deco belt  
in calf leather
  - Armagnac cabas  
in Taiga leather
- 

#### Look 39 - Alex K.

- Cobalt blue classic shirt  
and tailored trousers  
in calf leather
  - Cobalt blue belt  
in calf leather
  - LV twig crest ring  
in old gold
  - Cobalt blue Millionaire  
sunglasses
  - Brown LV Harness derbies  
in glazed leather  
and cobalt blue calf leather
  - Patchwork backpack  
in Monogram Eclipse canvas
- 

#### Look 40 - Bastian

- Iridescent coat  
in metallized fox fur
  - Cobalt blue cocktail jacket  
in wool gabardine
  - Cobalt blue tailored trousers  
in wool gabardine
  - White and navy blue double  
hair-striped classic shirt  
in lamb leather  
with matching tie
  - Egret LV clay tie clip  
in metal with a ceramic finishing
  - Black chiseled LV Chelsea  
boots in waxed calf leather
  - Patchwork Keepall bag  
in Monogram Eclipse
  - iPhone case  
in Monogram Eclipse canvas
-

#### Look 41 - Antoine

- Cobalt blue zig-zag pleated jacket in knitted wool
  - Cobalt blue zig-zag pleated rolled neck jumper and trousers in knitted wool
  - Cobalt blue zig-zag pleated hat in knitted wool
  - Cobalt blue sunglasses
  - High-top LV trainers in Eclipse Monogram canvas
  - Multicolour backpack in Monogram shearing and metallized fox fur
- 

#### Look 42 - Seungchan

- Cobalt blue classic shirt in a sequin-embroidered in silk and cashmere flannel
  - Cobalt blue tailored trousers in silk and cashmere flannel
  - Cobalt blue tie in wool flannel
  - Cobalt blue belt in calf leather
  - Cobalt blue LV clay tie clip in ceramic finished metal
  - Black LV Harness derbies in glazed calf leather and cobalt blue calf leather
  - Mirror Speaker Trunk
- 

#### Look 43 - Daniel

- Cobalt blue tailored ruffle suit jacket in cotton grain-de-poudre
- Cobalt blue tailored trousers in cotton grain-de-poudre
- Cobalt blue crewneck jumper in knitted cashmere
- Cobalt blue shirt in silk satin and matching tie
- Brown LV Harness derbies

in glazed calf leather  
and Monogram Ebene canvas

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#### Look 44 - Julian F

- Gradient shirt jacket in a sequin-embroidered printed wool gabardine
  - Gradient cummerbund mid-layer in a sequin-embroidered printed wool gabardine
  - Gradient tailored trousers in a printed wool gabardine
  - Black classic shirt in cotton poplin and matching tie
  - Dark brown LV clay cufflink in metal with a ceramic finishing
  - Black chiseled LV Chelsea boots in waxed calf leather
- 

#### Look 45 - Bengale

- Egret classic shirt on a Monogram embroidered cotton poplin
  - Navy blue ruffle mid-layer in wool grain-de-poudre
  - Navy blue flared trousers in wool gran-de-poudre
  - Egret LV clay tie clip and daisy cufflinks in metal with a ceramic finishing
  - Black chiseled LV Chelsea boots in waxed calf leather
- 

#### Look 46 - Karlis

- White and black double hair-striped ruffled shirt in cotton poplin
- Black tailored trousers in wool gabardine
- Black Art-deco belt in calf leather



- Black LV Harness derbies in glazed calf and Monogram Eclipse canvas
  - Egret daisy cufflinks in metal with a ceramic finishing
  - Trunk backpack in mirror and wood
- 

#### Look 47 - Joshua

- Navy blue tailored jacket with ruffles in cotton grain-de-poudre
  - Navy blue tailored trousers in cotton grain-de-poudre
  - Powder blue classic shirt in cotton poplin with matching tie
  - Multicolour set of 3 crystal serti rings
  - Black chiseled LV Chelsea boots in waxed calf leather
- 

#### Look 48 - Alec

- Navy blue tailored ruffled coat in wool grain-de-poudre
  - Navy blue tailored trousers in wool gabardine
  - Powder blue classic shirt in cotton poplin and matching tie
  - Multicolour set of 3 crystal serti rings
  - Multicolour gourmette chain necklace in metal
  - Black chiseled LV Chelsea boots in waxed calf leather
- 

#### Look 49 - Malick

- Clouds tailored suit in printed wool gabardine
- Clouds cummerbund in printed wool gabardine

- Clouds classic shirt in printed cotton poplin and matching tie
  - Egret LV clay tie clip in metal with a ceramic finishing
  - Cloud socks in knitted cotton
  - Flintstone LV Harness derbies in glazed calf leather and egret shearling
  - Clouds pochette in printed canvas
  - Clouds clutch wallet in printed canvas
- 

#### Look 50 - Lavrans

- Clouds front-to-back hoodie in sequin-embroidered printed wool twill
  - Clouds flared trousers in printed wool twill
  - Clouds-collared pinstriped classic shirt in cotton poplin and matching tie
  - Mirror Millionaire sunglasses
  - White LV trainers with crystal embellishment
  - Clouds Soft Trunk bag in printed canvas
- 

#### Look 51 - Jeranimo

- Clouds raincoat in printed cotton gabardine
- Clouds tailored trousers in printed wool gabardine
- Clouds jumper in hand-knitted wool
- Clouds classic shirt in printed cotton poplin and matching tie
- Mirror Millionaire sunglasses
- Flintstone LV Harness derbies in glazed calf leather and egret shearling



- Clutch Trunk wallet  
in printed canvas
  - Cloud phone case  
in printed canvas
- 

#### Look 52 - Omari

- Clouds bomber jacket  
in hand-painted crocodilian  
leather
  - Clouds classic shirt  
in printed cotton poplin  
and matching tie
  - Clouds flared trousers  
in printed embossed wool  
gabardine
  - Egret LV trainers  
with crystal embellishment
- 

#### Look 53 - Jacob

- Clouds 3-button suit  
in printed Monogram embossed  
wool gabardine
  - Clouds evening shirt  
in printed cotton poplin  
and matching tie
  - Egret LV clay tie clip  
in metal with ceramic finishing
  - Powder blue daisy cufflinks  
in metal with a ceramic  
finishing
  - Flintstone LV Harness derbies  
in glazed calf leather  
and egret shearling
  - Clouds trunk on printed  
canvas
- 

#### Look 54 - Joedeci

- Clouds classic shirt  
in sequin-embroidered printed  
cotton poplin and matching tie
- Clouds cummerbund mid-layer  
in sequin-embroidered printed  
wool gabardine

- Clouds flared trousers  
in printed wool gabardine
  - Clouds Keepall bag  
in printed canvas
  - Flintstone LV Harness derbies  
in glazed calf leather  
and egret shearling
- 

#### Look 55 - Delfin Finley

- Clouds tailored coat  
in printed embossed Monogram  
wool gabardine
- Clouds tailored trousers  
in printed embossed Monogram  
wool gabardine
- Clouds classic shirt  
in printed cotton poplin  
and matching tie
- Mirror Millionaire sunglasses
- Flintstone LV Harness derbies  
in glazed calf leather  
and egret shearling
- Wallet Trunk in mirror  
and wood