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# A manifesto according to Virgil Abloh

## Chicago, July 2020

Resurgence is the mantra of our moment in time. Carried by hope, it conveys the act of surging: rising up, uprising, progressing. Some solve crossword puzzles. Nuance is my game. The term "manifesto" comes from the Latin word for "obvious". Stating the obvious is not in my nature, but I am a believer in the power of documentation. As I restart my engines at Louis Vuitton and take off for a future of new possibility, I look back at my port of departure. Under my artistic direction, I see my Louis Vuitton Men's collections as my platform of nuance. I strive to employ fashion to reflect and affect ideals of inclusivity, unity and humanity. Through nuance, I believe in making my mark with poise, style and grace.

It's my desire to imbue the traditional codes of luxury with my own progressive values. Nuance, like sarcasm, can be difficult to understand. Every season, my team updates *The vocabulary according*

*to Virgil Abloh: A liberal definition of terms and explanation of ideas.* Under 'I' for 'Irony': "The presence of Virgil Abloh at Louis Vuitton." For all intents and nuances, I have often spelled out the interceptive reality of myself as a black man in a French luxury house. I am well aware of my responsibilities. Rather than preaching about it, I hope to lead by example and unlock the door for future generations.



Using the language of nuance, I hope the imagery speaks for itself: Dorothy from *The Wizard of Oz* as an ironic parallel to my journey into the fashion establishment (and a pendant to *The Wiz*, which re-appropriated the film with an all-black cast); Black musical icons as humanitarians whose appeals unify race, gender, culture and creed; Flower fields as a metaphor for diversity and a symbol of traditional Parisian confection; Heaven on Earth as a surreal concept of time and progress

in society. I use these images to trick the spectator's preconceived ideas, overwrite embedded race associations, and tackle prejudice on a subconscious level. I would like it to serve as a Trojan horse for the mind.

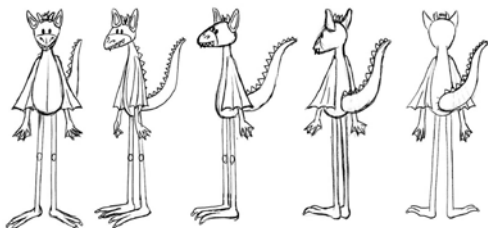
On runways and in campaigns, I realise my themes in my own image: young men of colour, who, in the future, might be able to mirror themselves in the historical reflection of luxury as much as any white boy down the street. With every show, I publish a map pinning down the birthplace of each individual represented on my runway, as well as those of their parents. Models aren't hangers, but real people with real stories. I am not into "casting" but into making spaces for those stories to be told. Through my ongoing premise of boyhood, I seek to positively influence the minds of young men of colour with images of opportunity before society programmes them to think any differently.

I believe in nuance because I believe in the intelligence and perceptiveness of my audiences. As I proceed, and continue to infuse my vision with black aesthetics and inclusivity, I will never underestimate them.

Through my own reality, I am interested in the reversal of the expected roles of races within society, and the discourse it creates. I am interested in contributing to the progression of fashion's relationship with labels and stereotypes: "designer" versus "image-maker", "luxury" versus "streetwear", or the nuanced idea of streetwear versus "streetwear" itself. In my game of inverted commas, streetwear is a community founded in subculture, while "streetwear" is a commodity founded in fashion.

Within my practice, I hope to contribute to a black canon of culture and art and its preservation. This is why, to preserve my own output, I record it at length. I consider the Spring of 2020

to be a turning point in my tenure at Louis Vuitton. Now, my first four seasons collapse into one chapter to be recorded for the future upcycling of ideas and ethea. Whether practical or figurative, I don't believe in obsolescence. In my new chapter at Louis Vuitton, I will introduce a number of concrete upcycling initiatives to support this principle: no season is an old season. I will continue to believe in the power of nuance to illustrate this as part of my core values.



As we collectively surge, consider this my manifesto: as a presence of colour within the fashion establishment, I commit to inclusivity, unity, diversity, and individuality. I will continue to employ diverse candidates, financially support BIPOC and LGBTQ+ causes, shed light on businesses owned by BIPOC and LGBTQ+ individuals, work on public-facing initiatives that showcase BIPOC and LGBTQ+ role models, and assist organisations that promote more inclusive workforces. This is my invitation to move forward together with awareness, hope and determination.

If you made it this far, thank you for your time.

Virgil Abloh.



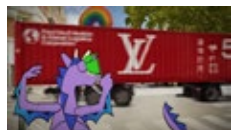
# Louis Vuitton Men's collection by Virgil Abloh

## 'The adventures of Zooom with friends' Digital Paris Fashion Week, July 2020.

This season's story is somewhat unique and calls for a different kind of introduction. You see, a motley crew of characters had arrived in Paris, one unrulier than the other. Zooom with friends, they called them, for Zooom was their guide and time travelled fast in their pace.



Through the five days of fashion week, the colourful rascals swept through the city's gilded salons, went wild at Louis Vuitton, and cruised down the River Seine leaving behind them a rainbow trace transfixed across the Paris sky.



"Sacrebleu!" cried the good folk of Paris as Zooom with friends turned tradition on its head, painting the town and the hallowed halls of Asnières. But fright soon turned to fondness, for unusual as they were, they brought only good intentions.



In the age-old City of Lights, no stranger to the rebel, our colourful characters loaded their Louis Vuitton trunks with the finest fineries they could find, boarded a barge and sailed into the sun, which always rises in the East...



And when they left, Paris felt a little empty. Where did Zooom with friends go? Would they ever return? Sure they would, but first they had a voyage to make. What you had witnessed here could be the end of a particularly riotous story. But it wasn't. It was the beginning.



# Louis Vuitton Men's Collection

## by Virgil Abloh Spring-Summer 2021

### 'The Voyage'

Paris, July 2020.

Titled 'Message in a Bottle', the Louis Vuitton Spring-Summer 2021 Men's collection is presented in a voyage of international events from Paris to Shanghai and Tokyo. Unveiled gradually in chapters starting in July through the end of 2020, the format demonstrates Men's Artistic Director Virgil Abloh's core values of diversity, inclusivity and unity. The collection additionally proposes a multi-faceted upcycling initiative across his creative platforms.



By taking his show to sea, Virgil Abloh embraces the global community of Louis Vuitton and meets his clients in their own parts of the world. Throughout its voyage – which may add destinations along the way – the collection will transform in an evolving exchange across cultures and nations. It is a free and inclusive dialogue between the house and its audiences, which transcends the traditional rules of fashion and seasonality.

On 9 July 2020, the house screens a short film at the Louis Vuitton Maison de Famille in Asnières.

Shot around the ancestral Paris home of the founder, the film follows movers packing up Louis Vuitton shipping containers and unloading them onto a barge, which sails down the River Seine and leaves Paris. On it, a colourful crew of animated characters called 'Zoooom with friends' are hiding as stowaways.

On 6 August 2020, after crossing the oceans, the shipment arrives in Shanghai and the Louis Vuitton Spring-Summer 2021 men's runway show unfolds. No longer animated, 'Zoooom with friends' come to life in the collection, which explores Virgil Abloh's ongoing theme of boyhood: seeing the world through the eyes of a child. Each

different to the other, the puppets represent the fundamental belief in inclusivity embedded within the Louis Vuitton Men's collections.



On 2 September 2020, the voyage continues to Tokyo where a third show is staged. The Spring-Summer 2021 collection is founded in four methods of upcycling: pieces upcycled by recycling material from overstock, pieces upcycled from recycled ideas, pieces upcycled through reiteration from the previous season, and pieces upcycled as part of the "Homework" initiative – a free task of creativity Virgil Abloh set his studio designers during lockdown. These principles set the premise for the evolution of the collection.

Louis Vuitton Men's Collection  
by Virgil Abloh Spring-Summer 2021  
'Message in a Bottle'  
Shanghai, August 2020.

Port of call: Shanghai, People's Republic of China.  
Date: 6th of August 2020.  
Cargo: Spring-Summer 2021.

"Where human feet have never trod, where human eyes have never seen  
I'll build a world of abstract dreams, and wait for you."  
—Sun Ra, *Strange Celestial Road*, 1979.



Close your eyes and go into hypnosis. Feel the ground and lift yourself up. Deepen the trance and open your eyes. Now, you're under. For the Louis Vuitton Spring-Summer 2021 voyage, Men's Artistic Director Virgil Abloh visualises a place where value looks different to the status quo. Proposing an alternative to a rational world view, the show slips into a figurative state of hypnosis where value is in the eye of the beholder. *Hypnovisualism*: the idea of encouraging unity and compassion through mesmerising displays of theatre. It is a parade for the mind that liberates you from preconceived notions of human and material worth, from questions of "high or low", "old or new" or "black or white". Here, truth is subjectivity.

In July 2020, when Louis Vuitton loaded its shipping containers at the founder's ancestral home in Asnières and sent them on a voyage to the East, a colourful crew of animated characters were hiding as stowaways. On the docks of Shanghai, Zoocom with friends break free and take corporeal form. The imagined playthings of the youngest living descendant of Louis Vuitton, the puppets integrate into garments and bags, animate them and jump through the screens of a digital audience. With them, an epic parade unfolds. A hypnotising



wonderland of inclusivity and unity, it imagines the world through the untainted vision of a child, not yet spoiled by societal programming.

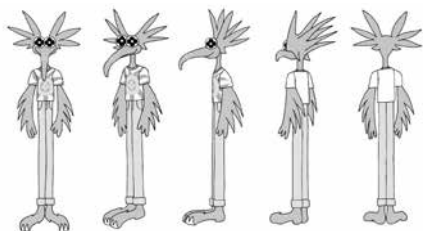
On his voyage, Virgil Abloh invites the local humanities of each destination to walk his runways, and shares their stories with the world. Scored by the hypnotic dub of ska, entrancing imagery occupies land and sky: surreal inflatable figures hover over psychedelic motifs and two-tone illusions. New yet familiar silhouettes take form in a travelling collection that continuously evolves along the way. On this trip, ideas and materials are recycled and upcycled in a *maintanamorphosis* of novel expressions and contexts. The "old" is reinvigorated with value and presented alongside the new, equal in worth forevermore. The hypnosis can be real. "Let your imagination run riot." –Virgil Abloh.



Louis Vuitton Men's Collection  
by Virgil Abloh Spring-Summer 2021  
'Message in a Bottle'  
Tokyo, September 2020.

Port of call: Tokyo, Japan.  
Date: 2nd of September 2020.  
Cargo: Spring-Summer 2021.

"To stop a man on the street and stand still while talking to him, is not so difficult as to say something to a passer-by in passing, without standing still and without delaying the other, without attempting to persuade him to go the same way, but giving him instead an impulse to go precisely his own way."  
—Søren Kierkegaard, *Concluding Unscientific Postscript to Philosophical Fragments*, 1846.

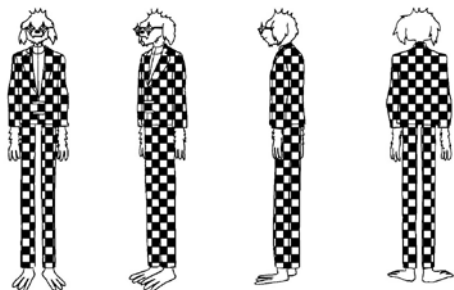


Sail with the stars, through uncharted waters, where no man has gone before. On the second stop of the Louis Vuitton Spring-Summer 2021 voyage, Men's Artistic Director Virgil Abloh explores the unlimited seas of the imagination.

Fantasy is the faculty of imagining the impossible. Embedded within our upbringing, the impossible is defined by societal notions followed blindly from one generation to the next. The collection proposes an alternative to rationalism: in order to break the chain – to achieve the impossible – the mind must journey into the subconscious and cross the borders of reason. *Surrealism*: an artistic movement concerned with twisting the norm, imbuing the familiar with new meaning, and making the ordinary extraordinary.

In August 2020, when the Louis Vuitton voyage set sails from Shanghai, the rambunctious stowaways known as Zoooom with friends travelled in tow. Now, the crazy characters disembark in Tokyo, stirring up their hypnotising parade of inclusivity and unity. Modelled by the local humanity of the port of call, the collection celebrates multiculturalism and the memory of a historic cross-cultural exchange. In the 1960s, a musical dialogue between Jamaica and subcultural England manifested in the entrancing genre of ska,

eventually evolving into two-tone and ska punk. Uniting people of diverse backgrounds, it demonstrated the mind-bending powers of music and wove a wardrobe suspended between Jamaican dress and subcultural interpretations of British tailoring.



In its hereditary tapestry were Pan-African genetics partly rooted in the Kente cloth of the Ashanti Kingdom of Ghana, the birthplace of Virgil Abloh's parents. On his Spring-Summer 2021 runway, the influences come alive in a conversation between ancestral and urban tribes, boyhood memories and progress. The

transition is supported by the designer's upcycling ideology: from memories to materials, the collection recycles and upcycles the past and imbues it with renewed value for the future.

**Afrofuturism:** the study of black identities in connection with technology, retro-futurism and futurism, which proposes concepts of de-alienation, escapism and peace.

# Louis Vuitton Men's Collection

## by Virgil Abloh Spring-Summer 2021

### 'Upcycling Ideology'

Paris, August 2020.

Upcycled looks in the Spring-Summer 2021 collection are divided into four categories:

- A. Pieces upcycled by recycling material from overstock.
- B. Pieces upcycled from recycled ideas.
- C. Pieces upcycled through reiteration from the previous season.
- D. Pieces upcycled as part of the "Homework" initiative.



Upcycling creates the framework for the Louis Vuitton Spring-Summer 2021 collection. Presented through the childlike grammar of fantasy, Men's Artistic Director Virgil Abloh seeks to de-programme our minds from the images of obsolescence that lead to overload, overproduction and waste. Assuming a child's perspective, he imagines what the world looks like without inherited social preference. In a new reality where the value of material objects isn't classified by preconceived ideas of

"rich" and "poor", worth is defined by emotional value. Applying his fantasy to fashion, Virgil Abloh introduces the Upcycling Ideology for Louis Vuitton. From this point onwards, work can be recycled, upcycled, and even reissued in its original form.

Ideas – the very foundation of fashion – are no longer disposable, but part of an eternal cycle of inspiration, codes and values that continue to elucidate and expand our ethos. It's a creative pyramid where brainwaves and technical development begin at the top only to filter into every other aspect of the Louis Vuitton Men's realm. The philosophy calls for a fundamental decision: now, previous seasons no longer exist as individual entities, but unify into one canon. No season is an old season. In a fast-paced and fleeting time, repetition equals documentation: gestures made and lessons learned. The Spring-Summer 2021 collection is comprised of 30 looks made

from new material, 25 looks made from recycled material, and 25 looks from the previous collection, reshown and remembered.



In a series of upcycled garments and accessories, recycled overstock from the archives of Louis Vuitton and Virgil Abloh's collections is upcycled into new manifestations. Reconditioned pieces carry the *Upcycling Signal Logo*, a new LV emblem exercised to imbue the "old" with new value. Certain established silhouettes are duplicated in new materials in a strive to limit waste caused by development. A capsule collection within the collection features the "Homework" of the Louis

Vuitton menswear team during their time spent in domestic confinement. Using overstock material, Virgil Abloh set his studio a task of free creation, encouraging them to liberate their minds from any predisposed objectives. The results are individualistic and inclusive.

# Louis Vuitton Men's Collection by Virgil Abloh Spring-Summer 2021

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

Edition No. 6, August 2020.

#

staple and seven-point-oh'd it."  
[PS20]

3%

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

A

## Abloh, Eunice

The mother of Virgil Abloh,  
Eunice Abloh grew up in the  
centre of Accra, Ghana by the  
Makola Market. After meeting  
Nee Abloh, she joined him in  
Rockford, Illinois in 1973 where  
she worked as a seamstress.  
Eunice taught her son how to use  
a sewing machine, to always work  
hard and stay compassionate.  
[SS21]

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]

## Abloh, Nee

The father of Virgil Abloh, Nee  
Abloh grew up in the coastal  
city of Tema, Ghana and worked  
in the Accra docks unloading  
shipping containers. After  
meeting Eunice, he migrated  
to Rockford, Illinois in 1971  
where he was hired by a paint  
company. Nee taught his son the  
importance of keeping your head  
down, working hard and staying  
persistent. [SS21]

7.0'd

The Virgil Abloh term for  
something that has been  
elevating to its ultimate  
degree. "He took a timeless

## Accessomorphosis

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

## Adaptability

An advantage in a fashion world that has decoded its dress codes. The virtue of a contemporary garment. See: Louis Vuitton 2054. [PS21]

## 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]

## Adventures of Zoooom with friends, The



The title of an animated short film presented for Digital Paris Fashion Week in July 2020 as a teaser for the Spring-Summer 2021 show, with illustrations by Reggieknow,

animations by Black Anime, music by Sa-Ra, and production by Playlab, Inc and BeGoodStudios. See: Zooom with friends. [SS21]

## Advocacy

The methodology of nuance favoured by Virgil Abloh as a

black designer in the fashion establishment working to make the world a better place. See: Nuance. [SS21]

## 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]

## Afrocentrism



A school of thought centred around the teaching of history, culture and art from the perspective of historical black

identities and communities, Afrocentrism is an alternative to a Eurocentric world view. See: The Black Canon. [SS21]

## Afrofuturism

The study of black identities in connection with technology, futurism, retro-futurism, and Space Age. Popularised in music by the American jazz philosopher Sun Ra in the 1960s, Afrofuturism deals with concepts of de-alienation, escapism and peace. See: Hypnovisualism. [SS21]

## Afrosurrealism

An art genre rooted in the analysis of black identities in relation to metaphors of alienation, expressed through

surrealism and occasionally psychedelia. [SS21]

### Animaflation

A term for animating an article of clothing by inflating it. The paradeful study of inflating an object to increase the visibility of its symbolic value, animaflation comes in handy when communicating certain beliefs within the territory of nuance. [SS21]

### 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, for Spring-Summer 2021 classic Louis Vuitton bags are invaded and abstracted by the multifaceted characters of Zootopia with friends, which materialise in puppet form on monogram canvas, crocodile and ostrich bags, and as prints on Taurillon leather bags. The ska wardrobe – a clash between British subculture and Jamaican dress – inspires a hypnotic distorted Damier print on canvas, while raffia bags feature fluo orange embroidery for a similarly entrancing effect. Finally, the Keepall and the Soft Trunk become inflatable as a nod to the show's parade motif. [SS21]

### Belief

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

### Black Canon, The

An abstract catalogue for the memory, reconstruction and preservation of the history of black art on par with the way in which European art is studied and taught. "Within my practice, I strive to document and preserve the black canon and enlighten my global audiences."  
–Virgil Abloh. [SS21]

### Black Continuum

The visualisation of black



representation within cultures of art historically occupied by a Eurocentric gaze. The work of Virgil Abloh is a black continuum expressed in images of fashion and luxury. See: Inclusivisualism. [SS21]

## Black Imagination

A term used for the transformative process of rethinking and overturning the inherited and often unconscious expectations tied to black identities through history, and creating an encouraging black consciousness for the present and the future. [SS21]

## Black Popular Culture

The recognition, celebration and canonisation of the often-marginalised communities and subcultures, which created the modern and contemporary black mainstream artists, popularly praised for their output. The canon includes communities like ska, hip-hop and streetwear, which have informed Virgil Abloh's visual identity. [SS21]

## Black Visual Culture

The study and consciousness of the expression, representation and gaze of black culture in imagery including art, media, pop culture and fashion. [SS21]

## 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]

## 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]

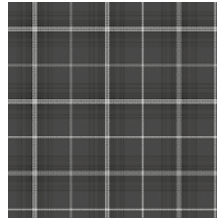
### Casting



personal stories by walking on his runways or posing in his campaigns. [SS21]

An object fabricated by pouring a liquid material into a mould. Also: The very opposite of Virgil Abloh's intentions when he invites individuals to tell their

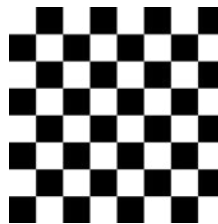
### Check



Also known as tartan, plaid and flannel, check is associated with 18th century Scotland where it became a

symbol of belonging and anti-oppression. Jamaican bandana cloth is rooted in Madras check native to East India. The uniform of the establishment, the anti-establishment and every subculture in between, check is the timeless mediator of the symbolic wardrobe. [SS21]

### Checkerboard



A pattern of infinite congruent squares, the checkerboard motif was adopted by the Two-Tone

scene of 1980s' London as an illustration of its harmonious clash between Jamaican music and British subculture. Also: a conventional symbol of game, triumph and authority. When skewed, swirled or distorted, the rules of the conventional game change. [SS21]

### 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]

## Checknosis

A term for the technical use of checked patterns in a hypnotising or hallucinogenic way to bend and open the mind to feelings of compassion, harmony and unity. [SS21]

## Clock



A piece of time representative of the micro and macro measures of our lives. When broken, still right twice a day. [FW20]

## Clock sweater

A comfortable but constant reminder to progress. [SS21]

## 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]

## Constraint

The embodiment of the spring of 2020. Or: the stimulus of subcultural youth in any era challenged by political or environmental austerity; the historical trigger for resourcefulness, exuberance and expression. [SS21]

## 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]

## Designer, II

“I am interested in the way in which labels like ‘designer’ and ‘imagemaker’, or ‘luxury’ and ‘streetwear’, are popularly but unconsciously assigned to different individuals within fashion.” —Virgil Abloh. See:

## Streetwear, III. [SS21]

### Disc Jockey

"I like loud music."

—Virgil Abloh. [SS19]

### Diversity

"I don't believe in contrived diversity. I believe in the natural inclusion that comes with showcasing the global scale of humanity, and the local humanities of the destinations and cultures where my work takes me." —Virgil Abloh. [SS21]

### 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]

### Formcore

A play on 'form' and the term 'normcore', formcore signifies



the ultimate elevation of normal or normative objects or phenomena based on form and materiality. "Part of my story arc is to legitimise things that were not always seen as 'the highest version'." –Virgil Abloh. [SS21]

## 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

### Ghana



A republic in West Africa. The birthplace of Virgil Abloh's parents. [SS21]

## 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 involvement 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]

### Homework

The title of a brief given by Virgil Abloh to his Louis Vuitton studio during the lockdown of 2020, "Homework" represents looks in the Spring-Summer 2021 collection individually designed and hand-made from overstock by each team designer. Among them, hand-painted garments illustrate bottles of hand-sanitiser and the view from a designer's quarantine window; another features tally marks as an illustration of confinement. [SS21]

### Hybridtooth



The technique of modifying the traditional pattern of houndstooth or pied-de-poule with a symbolic image such as the African continent, a tip-toed dancer, or a

jumping man, effectively imbuing it with Virgil Abloh's core values. See: Checknetics. [SS21]

### Hypnosis

An entranced state of



consciousness induced to embed the mind with a reality different to the here and now. See: Hypnovisualism. [SS21]

## Hypnovisualism

A term used by Virgil Abloh for the benevolent idea of figuratively putting an audience or species under a rational hypnosis, making them believe in inclusivity and diversity through unity by means of mesmerising and often childlike displays of theatre as an alternative to the reality of the world. [SS21]

I

## Inclusivisualism



"I realise my runways and campaigns in my own image: young men of colour, who, in the future, might be able to mirror themselves in

the historical reflection of luxury as much as any white boy down the street. I seek to positively influence the minds of young men of colour with images of opportunity before society programmes them to think any differently." –Virgil Abloh. [SS21]

## Incognito

A description used for covered-up looks in the Spring-Summer

2021 collection, the state of incognito doesn't imply a desire for introversion but the idea of moving forward inside your own ideal dream world as an alternative to the reality of the real one. See: Hypnovisualism. [SS21]

## 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]

## Invisappearance

A portmanteau of 'invisibility' and 'appearance', the term denotes the ongoing subliminal omnipresence of a concealed icon within the work of Virgil Abloh. [SS21]

## 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]

## 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]

### Lockdown

**"The perfect excuse to recalibrate."** –Virgil Abloh. [SS21]

### 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 omnipresent 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,

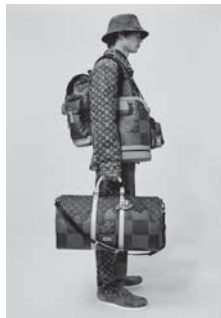
study and refining of essential garments and accessories

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

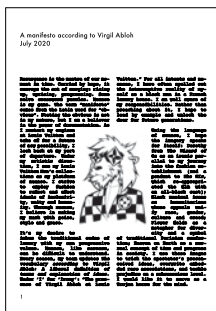
The graphic fusion of Louis Vuitton and Human Made, the brand designed by Nigo, who collaborated with Virgil Abloh on the Louis Vuitton line LV<sup>2</sup>. [PF20]

## M

### Maintainamorphosis

A portmanteau of 'maintain' and 'metamorphosis', maintainamorphosis denotes the simultaneous preservation and innovation of an item or idea. See: Upcycling Ideology. [SS21]

### Manifesto



"I commit to inclusivity, unity, diversity, and individuality. I will continue to employ diverse candidates, financially support BIPOC

and LGBTQ+ causes, shed light on businesses owned by BIPOC and LGBTQ+ individuals, work on public-facing initiatives that showcase BIPOC and LGBTQ+ role models, and assist organisations that promote more inclusive workforces." –Virgil Abloh. [SS21]

### Manifesto according to Virgil Abloh, A

A mission statement written and published by Virgil Abloh in the summer of 2020 as a reflection of achievements, clarification of intentions and declaration of commitments. [SS21]

### Message in a Bottle

The title of the Spring-Summer 2021 collection. Also: a song performed by The Police and written by Sting in 1979, which

## 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]

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]

### Nuance

Virgil Abloh's term for communicating core humanitarian values through poise, style and grace. Nuance, like sarcasm, can be difficult to understand. [PS21]

### Nuance, II

Imagery employed to trick the spectator's preconceived

ideas, overwrite embedded race associations, and tackle prejudice on a subconscious level. "It's a Trojan horse for the mind." –Virgil Abloh. [SS21]

### 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]

### Op art

Short for optical art, op art defines the use of optical illusions within imagery popularized in the 1960s. Identifiable by its swirly,

warped or vibrating patterns, it is often associated with the trippy and hypnotic. [SS21]

### 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

#### Pace

A measurement of velocity. Fashion's favourite debate. A force of motivation for Virgil Abloh. [SS21]

#### Palette

For Spring-Summer 2021, the idea of hynovisualism informs a palette of surreal colour formations. Inspired by ska

and Two-Tone, the muted and monochrome colours of British heritage tailoring blend with the vibrant primary colours of Jamaican dress; echoed in the palette native to the Kente cloth of Ghana, the birthplace of Virgil Abloh's parents. [SS21]

#### 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]

#### Parade, I

The big-scale embodiment of the fantasy and curiosity of the untainted mind of a child. See: Boyhood. [SS21]

#### Parade, II

The polite version of a protest. "Let your imagination run riot." —Virgil Abloh. [SS21]

#### 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]

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### Production, Spring-Summer 2021

On its voyage, the evolving collection docks in Shanghai and Tokyo where hypnotising parades unfold in mesmerising displays

of childlike wonderment. [SS21]

## 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

### Raffia



A fibre used for clothing derived from a palm tree native to the African

continent, raffia was cultivated in the Kuba Kingdom as prestigious woven cloth. [SS21]

### 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]

## Relatability

The lionisation of accessible or familiar imagery in luxury, employed to invite a sense of inclusivity. [PS21]

## Reference

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

## Resourcefulness

The spirit of a generation disenchanted with obsolescence, disposability and flippancy. See: Upcycling / Constraint. [SS21]

## 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]

## Rooftop

The open-air level above the 6th floor in the Louis Vuitton headquarters on rue du Pont-Neuf, which overlooks the Paris skyline. In July 2020, fittings for the Spring-Summer 2021 collection took place here amid restrictions on indoor activity caused by Covid-19. [SS21]

## 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 2021, shoes are imbued with the spirit of the ska scene and its sartorial clash between

British subculture and Jamaican dress, and the checkerboard and abstract motifs native to Two-Tone. [SS21]

### Silhouette

“Revert against stiff and formal. Look as comfortable as you feel.” –Virgil Abloh. [SS19]

### Ska



A Jamaican genre of music adopted by the mods of London in the 1960s, creating a harmonious clash between Jamaican culture and British

subculture. An historic example of cross-cultural and interracial exchange, ska and its signature wardrobe informed the Spring-Summer 2021 collection. See: Two-Tone. [SS21]

### 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, Fall-Winter 2020



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]

### Soundtrack, Spring-Summer 2021

The Spring-Summer 2021 soundtrack – supervised by Benji B – features an original recording by Ms Lauryn Hill. Evocative of elements native to ska, the performance is borne out of wonder, defiant joy and sonic imagination. “Ms Lauryn Hill has raised a generation through her music. She is an eye-level icon, whose presence is felt through her art – a quality I rate more than anything. She is, to me, forever a muse.” –Virgil Abloh. [SS21]

### 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]

### Streetwear, III

“For the record: streetwear is a community. ‘Streetwear’ is a commodity. In my game of inverted commas, streetwear is a sociological term founded in subculture. ‘Streetwear’ is an article of trade cultivated through marketing.” –Virgil Abloh. [SS21]

### 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]

### Sugar-coating

“A spoonful of sugar helps the

medicine go down.” —M . Poppins.  
[SS21]

## 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]

## Two-Tone

The second wave of the ska genre (a musical clash between Jamaican culture and British subculture), which served as a unifying force amid racial tension in 1980s' England.

Also: a term for the monochrome checkerboard patterns favoured in the ska wardrobe. See: Ska [SS21]

## U

### Upcycling Ideology

During the lockdown of 2020, Virgil Abloh conceived a set of anti-obsolescence ideas to counter overproduction, waste and the culture of disposability. Upcycled looks in the Spring-Summer 2021 collection were divided into four categories: A. Pieces upcycled by recycling material from overstock. B. Pieces upcycled from recycled ideas. C. Pieces upcycled through reiteration from the previous season. D. Pieces upcycled as part of the "Homework" initiative. [SS21]

### Upcycling Mantra

"No season is an old season." – Virgil Abloh. [SS21]

### Upcycling Signal Logo



A nod to the Universal Recycling Symbol drawn by 23-year-old Gary Anderson

in 1970, the Upcycling Signal Logo is a Louis Vuitton emblem debuted for Spring-Summer 2021 and exercised to imbue reconditioned pieces – whether upcycled from old ideas or old materials – with new value. [SS21]

## 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

### Values, Core

Humanity, unity, diversity, inclusivity, individuality, familiarity, and global connectivity: the philosophy, ethae and overall intentions of Virgil Abloh at Louis Vuitton, in the fashion industry and beyond. "I am well aware of my responsibilities." – Virgil Abloh. See: This entire Vocabulary. [SS21].

### 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]



## Voyage



A journey by sea or air. An allegory for experience and progress.

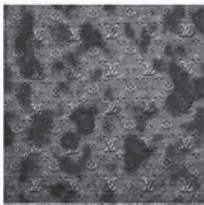
A term related to the Spring-Summer 2021 show format through which Virgil Abloh embraced the global community by taking his shows to clients in their own part of the world. [SS21]

## 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]

## WFH

"Home is relative, work is

life." —Virgil Abloh. [SS21]

## 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

### Zoom call

The magic mirror of a global-minded generation in lockdown. [SS21]

### Zoooomification

The three-dimensional technique of integrating the Spring-Summer 2021 characters of Zoooom with friends into garments and accessories, effectively adorning and animating pieces. Conceived during the lockdown-fuelled digitalisation of the world in 2020, Virgil Abloh employs this technique to make fashion "jump through the screen". [SS21]

### Zoooom with friends



A motley crew of diverse characters conceived for the

Spring-Summer 2021 collection as garment integration and adornment. Symbols of diversity and inclusivity, they embody Virgil Abloh's memories of the days spent with his friends in Paris before his first Louis Vuitton show in 2018. Loosely informed by archive pieces, they

are also the imagined playthings  
of the youngest living member of  
the Vuitton family. [SS21]

### 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.

Louis Vuitton Men's Collection  
by Virgil Abloh Spring-Summer 2021  
Containers' Route.



