

The image shows the national flag of the Republic of the Congo, which consists of three vertical stripes of red, yellow, and green. In the center of the yellow stripe is a black emblem. The emblem is a stylized representation of a person with arms raised, symbolizing freedom and independence.

🇨🇵



Louis Vuitton Spring-Summer 2021
Men's *collection*

Wednesday 2nd *September* 2020

Tokyo International Cruise Terminal
2 chome Aomi Koto-ku

Louis Vuitton Men's collection by Virgil Abloh Spring-Summer 2021 Index

"Within my practice, I 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."
-Virgil Abloh, *A manifesto according to Virgil Abloh*, 2020.



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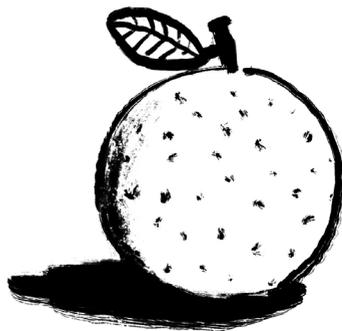
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Louis Vuitton Men's collection
by Virgil Abloh Spring-Summer 2021
'Myth vs. Reality: The Full Story'
Chicago, IL, September 2020.

"The more mundane the fixed text, the more dramatic is the Signifyin(g) revision. It is this principle of repetition and difference, this practice of intertextuality, which has been so crucial to black vernacular forms of Signifyin(g), jazz and its antecedents, the blues, spirituals, and ragtime. Signifyin(g) is so fundamentally black...so shared in [our] culture as to have long ago become second nature to its users." – Henry Louis Gates, *The Signifying Monkey: A Theory of African-American Literary Criticism*, 1988.

"The narrative of direct cause and effect, the lapsarian before and after, of heroic origin and farcical repetition, will no longer do. Many of us recite this narrative without much thought – but with great condescension toward the very possibility of contemporary art." – Hal Foster, *Who's Afraid of the Neo-Avant-Garde?*, 1994.

In the fall of 2019, on a life-related hiatus, Virgil Abloh found himself introspective at home for an extended period of time after several years of non-stop travel and continuous work. He spent this time around his mother and father saturated in his Ghanaian heritage and childhood memories. He decided that moving forward, the creative premises of his work at Louis Vuitton would spring directly from his cultural heritage. His work would visualise unapologetic Black Imagination in an autobiographical and deeply personal voice. A second-generation African-American, Abloh's Ghanaian-born parents draped his childhood in a cultural tapestry of Kente cloth, hand-carved figurines, wooden masks, and the iconography of spirituality. That winter, he approached his mother Eunice with an idea. Soon, Mrs Abloh commissioned a series

of traditional wooden sculptures from family artisans in the Arts Centre market in Accra, Ghana. Imagined by her son, the artefacts fused the properties of West African art with the characteristics of Louis Vuitton. These works of art created the foundation for his Spring-Summer 2021 collection.

Now, Abloh's every point of inspiration came to life through the lens of his childhood. Slender suiting, broad shoulders, and surreal accessories and motifs reminded him of the way Ghanaian men – his father included – dressed in the 1970s. These men came of age in the early years of Ghanaian independence from colonial rule and used the symbolic power of style and tailoring to express newfound power and freedom. Abloh drew parallels to ska, two-tone and the

MYTHS & REALITY

THE FULL STORY
CHICAGO, IL, September 2020



African diaspora's manifestation in the Jamaican elements adopted by British subculture, as well as the patterns and silhouettes of *La Sape*, the dandies of Kinshasa and Brazzaville. In the red, yellow and green of the Ghanaian and Ethiopian flags, Abloh recognised the wardrobes associated with Rasta and reggae.

Shopping for his children in a toy store in Paris in January 2020, he caught a glimpse of himself in a mirror, his pockets stuffed with puppets of all shapes and colours. They made him think of the carved masks, figurines and dolls he knew from Ghana, and references he recognised from the Louis Vuitton genetics: a teddy bear designed by Marc Jacobs for the Spring-Summer 2005 Men's collection, and the *Maroquinarius Zoologicae* series of small leather goods created for the house by Billie Achilleos in 2011.

Organically, the colourful characters of 'Zoooom with friends' came to life, animating garments and accessories throughout his collection. Abloh based each character on real people in his life who accompanied him on his journey since his first days in the Louis Vuitton offices.

The symbiosis of inspirations that informed the puppets made Abloh contemplate the cultural and sub-cultural belonging we ascribe to the things that inspire us: the territorialism of inspirations,

and the myths of derivation we create around objects, references and people. In the tradition of Thomas Mann, myths are stories spun from collective memory. They are tools for authors and artists, which transcend the existing and allow for the creation of something new. "I have never tried to produce the illusion that I am the source of the history of Joseph," Mann said of his bildungsroman *Joseph and His Brothers* published 1933-43. "Before it could be told, it happened, it sprang from the source from which all history springs, and tells itself as it goes."



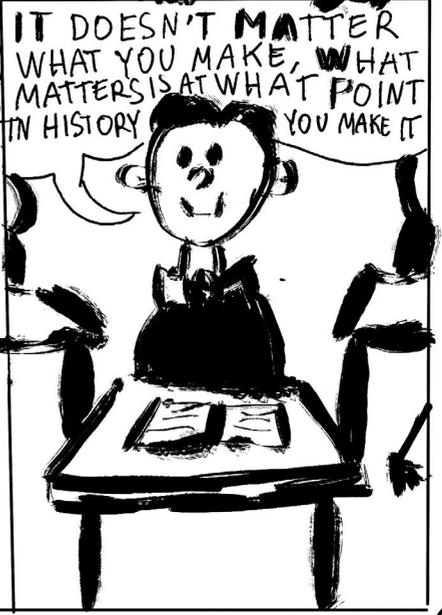
A suit painted in clouds reminds some of Magritte and others of Raphael, but in the eyes of a child, does it not belong to a sky gazed upon mutually across the globe? In his essay *The Myth of Originality in Contemporary Art* from 1964, the sculptor David Hare reflects on the originality of familiar and age-old imagery in art. "A Rembrandt cow has little resemblance to a Dubuffet cow and neither of them are art because of the cow, who [...] is hermetically original. More simply, man's originality is comparative, whereas God's may not be." He further argues: "Once an artist begins to use originality as an attribute which is his, once the public begins to go out of their way to look for it, its meaning is lost."

PARIS, 2020

LET'S GO FIND INSPO



I ALSO WOULD LIKE TO USE MY PARENTS' STYLE! THEY ARE FROM GHANA

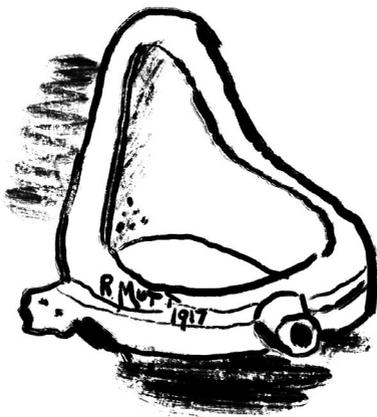


If West African art draws your mind to Picasso or Matisse, does it make its provenance any more European? In *Ways of Seeing* from 1973, the art critic John Berger observes that "a people or class which is cut off from its own past is far less free to choose and to act as a people or class than one has been able to situate itself in history. This is why — and this is the only reason why — the entire art of the past has now become a political issue". Berger further argues: "The relation between property and art in European culture appears natural to that culture, and consequently if somebody demonstrates the extent of the property interest in a given cultural field, it is said to be a demonstration of *his* obsession. And this allows the Cultural Establishment to project a little longer its false rationalised image of itself."

Provenance is reality; ownership is myth. In the same way we cannot control our inspirations, we cannot trademark natural or cultural heritage as contemporary artistic territory. As Rosalind Krauss argues in her watershed 1981 essay *The Originality of the Avant-Garde: A Postmodern Repetition*, "The avant-garde artist above all claims originality as his birth-right... [However], if the notion of the avant-garde can be seen as a function of the discourse of

originality, the actual practice of vanguard art tends to reveal that 'originality' is a working assumption that itself emerges from a ground of repetition and recurrence." What matters in creation isn't if something appears repeated, but at what moment in history it appeared repeated.

Through his work for Louis Vuitton, Abloh deals with the way society programmes us through our upbringing, embedding our minds with predetermined ideas of value and worth: what is 'good' and 'bad', 'rich' or 'poor', 'possible' or 'impossible'. He continuously asks the question: How do we separate myth from reality? In the Boyhood Ideology that Abloh refers to throughout his collection arc — the formative idea of seeing the world through the experiences of a young man — he takes cues from the monomyth of the bildungsroman. Familiarised by



Joseph Campbell's concept of the Hero's Journey, it's the age-old story of the underdog, who is tried and tested, commended and condemned, and becomes a sensation in the eyes of his audience. The protagonist's rites of passage create a myth that is hard to separate from reality. For while myths may be entertaining, it doesn't mean they're true.

Myths, incidentally, are part of the narratives we build around



MY PARENTS,
AFRICAN
SCULPTURES

MY KIDS PLAYING
WITH TOYS

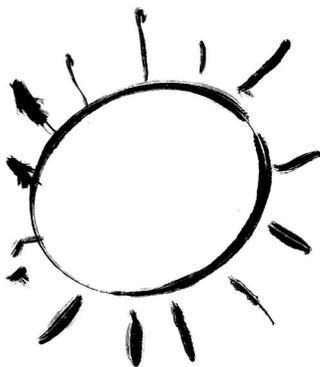
BLACK
AND WHITE
UNITY,
SKA & REGGAE

PARADE
BALLOONS
!!!

the profiles of fashion, too. Is Virgil Abloh a disrupter, who skipped fashion school, usurped Paris Fashion Week with some kids from Chicago, and successfully intercepted the establishment? Or, is he the son of a seamstress, who taught him to operate a hand-driven sewing machine as a child the same way her own father had taught her when she grew up? Is the Louis Vuitton puppet that his children – third-generation African-Americans – play with at home in Chicago a figment of fashion ownership, or is it rooted directly in the history of art, culture and spirituality of their Ghanaian heritage? In his autobiography, Mark Twain writes: "There is no such thing as a new idea. It is impossible. We simply take a lot of ideas and put them into a sort of mental kaleidoscope. We give them a turn and they make new and curious combinations. We keep on turning and making new combinations indefinitely; but they are the same old pieces of coloured glass that have been in use through all the ages."

Abloh believes in the perceptiveness of his audience. In the age of social media, where fiction travels faster than fact, myth often has the benefit of adding gravity to reality. In the expansive show notes that he updates every season at Louis Vuitton, Abloh defines his overarching philosophy of Black Imagination as "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

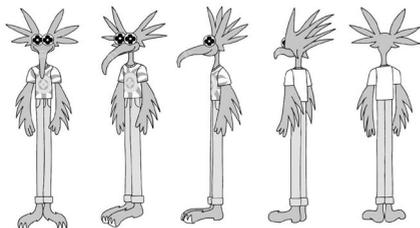
the future". As he continues to articulate these processes – foundational to his practice – Abloh hopes his audience will put the reality of the work before its myths.



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.

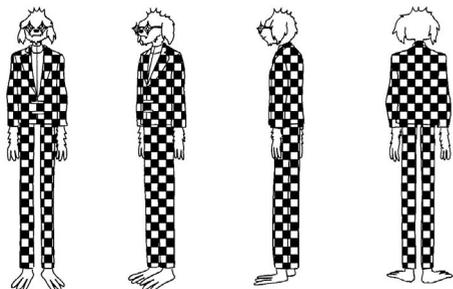


Sail with the stars, through uncharted waters, where no man has gone before. On the second stop of the Louis Vuitton Spring-Summer 2021 voyage, Men's Artistic Director Virgil Abloh explores the unlimited seas of the imagination.

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 Zoocom 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
Soundtrack
Tokyo, September 2020.

The soundtrack for the Louis Vuitton Spring-Summer 2021 show in Tokyo features a bespoke soundscape of live music designed by an all-star ensemble, recorded in London's Church Studios. Portrayed in an atmospheric film, the performances are layered with the poem *Brother* written and read by Caleb Femi. Screened during the show, the cinematic experience – one part directed by Caleb Femi, another part directed by Takashi Miike, and styled by Daniel Pacitti – captures the Black Imagination at the core of Men's Artistic Director Virgil Abloh's work at Louis Vuitton.

"Caleb Femi's poem is a deep look – via my soul – at my exact emotions towards the world this year, from maxi level to micro. Part of my platform at Louis Vuitton is about giving opportunities to those who deserve it. Caleb's talent calls for a global stage."
–Virgil Abloh.

Abloh invited the emerging and established musicians defining London's contemporary jazz scene to capture in a sonic experience the emotions of unity, diversity and inclusivity central to the collection. Through the meditative nature of the genre, the soundtrack expresses the hypnotising and dreamlike sensibilities of the show. Produced by Benji B, the character of the soundtrack revealed itself during the recording process. The composition was curated from the artists' musical work as well as material written by the artists for the show.

The legendary soul artist Omar performs his song *Ghana Emotion*, echoing the collection's tributes to the Ghanaian cultural heritage of Virgil Abloh. Omar appears alongside The Yussef Dayes Trio, whose distinct sound also comes to life in a separate session featuring a solo drumming section by its celebrated namesake drummer. Drawing a musical parallel to hypnervisualism – the show's figurative idea of hypnotising humanity into a state of compassion – the distinguished jazz artist Shabaka Hutchings arranges two sessions joined by the top young musicians of London's live scene.

The Spring-Summer 2021 Tokyo soundtrack was recorded in four sessions:

Session 1

The Yussef Dayes Trio:

Yussef Dayes – drums

Rocco Palladino – bass guitar

Charlie Stacey – keys

Session 2

Omar Lye-Fook – vocals

Accompanied by The Yussef Dayes Trio:

Yussef Dayes – drums

Rocco Palladino – bass guitar

Charlie Stacey – keys

Accompanied by Nubya Garcia – saxophone

Session 3

Shabaka Hutchings – saxophone

Kamaal Williams – keys

Neil Charles – bass

Tom Skinner – drums

Nubya Garcia – saxophone

Session 4

Shabaka Hutchings – saxophone

Shirley Tetteh – guitar

Theon Cross – tuba

Femi Koleoso – drums

Cassie Kinoshi – alto saxophone

Takashi Miike (b. 1960) is one of Japan's most eminent and prolific filmmakers. His cutting-edge and genre-bending work pushes the boundaries of cinematic tradition, and has gained him a cult following around the world.

Caleb Femi (b. 1990) is a British poet, photographer and filmmaker born in Nigeria. Hailed as a talent of a new generation of artists, his work explores themes such as young Black identities and urban storytelling.

'Brother' by Caleb Femi.
A poem written for the Tokyo soundtrack.
London, September 2020.

EXT. ANYWHERE/NOWHERE. DAY & NIGHT. SEPTEMBER 2020.

SPEAKER, nameless / faceless / ageless both childlike and sagacious, roams the Earth in search of BROTHER. Speaker is me – you – them. SPEAKER is the moon – the SPEAKER is the ocean – a comet painting the night sky. SPEAKER is love – SPEAKER is pain.

SPEAKER

My brother. I'm looking for him. He thinks he is lost but he isn't. Hypnosis does that. Help me search this blue Earth. I need your eyes. Last I saw him was in the room of spirit and time. I heard it has a portal to every country. He could be anywhere, nowhere. My brother's face is scattered, like, it changes when a new light touches it, when sound waves bend through the air, when the vibration is too thick. I don't know his face like I did before but when I tug on his thread, I'll know it's him.

CUT TO BLACK.

SPEAKER (CONT'D)

I hear a young man inside a painting, he sounds like a trumpet, he is my brother. I've seen him in the treble cleft of a scoresheet, he smiled at me through the kick of a high-hat, I think. When the mandem are chilling on the block my brother is in their laughter. He is in the boom of the 12th bell, in the hair that stands at the back of your neck, my brother is inside what is inside a Trojan horse, my brother is in the swaying fabric of a warm embrace.

CUT TO BLACK.

SPEAKER (CONT'D)

My brother is at the end of all the questions you are afraid to ask. He is in the afterbirth of dreams, he is in the one million whys of a politician.

(MORE)

CUT TO BLACK.

SPEAKER (CONT'D)

Last I remember my brother hates money but he is in it. My brother hates the heat but he is in the sweat, in the cold, the chatter, in the shattering, my brother is the stamp of a visa, my brother is in the detonation, the tweet of the troll, the clap back. Look in the Black canon, my brother is there. Imagine it. Any which way, he is in the Black imagination, like how he is in the ocean and the turned away lifeboats of lives. At the Friday night shoobs, my brother is there. On the bus, he is in the invisible and the visible. My brother is in the virus and in the cure, he is the lock of the down, the clapping clapping...

FADE TO BLACK.

SPEAKER (CONT'D)

Where's my brother?

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, reshowed 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.

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.



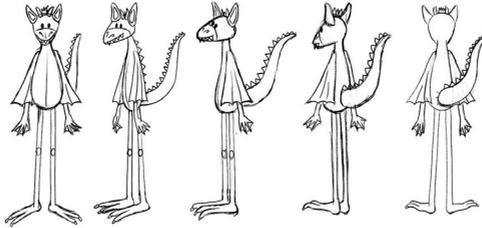
Using the language of nuance, I hope the imagery speaks for itself: Dorothy from *The Wizard of Oz* as an ironic parallel to my journey into the fashion establishment (and a pendant to *The Wiz*, which re-appropriated the film with an all-black cast); Black musical icons as humanitarians whose appeals 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 contribute to a black canon of culture and art and its preservation. This is why, to pre-

serve 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 resurge, 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. You are witnessing unapologetic Black Imagination on display.

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

Virgil Abloh.



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.



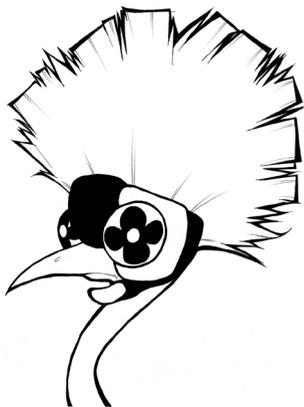
By taking his show to sea, Virgil Abloh embraces the global community of Louis Vuitton and meets his clients in their own parts of the world. Throughout its voyage – which may add destinations along the way – the collection will transform in an evolving exchange across cultures and nations. It is a free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



"Sacreb-leu!" 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
'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
Soundtrack
Shanghai, August 2020.



The soundtrack to the Louis Vuitton Spring-Summer 2021 show in Shanghai features a dedicated performance by Ms Lauryn Hill. In honour of the musical contribution, Louis Vuitton and Men's Artistic Director Virgil Abloh have made a donation to the MLH Foundation, all proceeds of which benefit Black Businesses

affected by Covid-19 and other hardships. Established by Ms Hill, the MLH Foundation directly contributes support for education, health, agriculture, technology, and community-based businesses and development initiatives throughout the African Diaspora.

Ms Lauryn Hill stages a soulful and emotive performance connected to the spirit of the collection and its visual frames. Captured in audio and film by Naima Ramos-Chapman from a remote location, it is a mesmerising soundscape evocative of the emotional values at the core of the show. "Ms Lauryn Hill has raised a generation through her music. She is an eye-level icon, whose presence is felt through her art. She is, to me, forever a muse." –Virgil Abloh.

Elements of the Spring-Summer 2021 collection's visual underpinnings are found in the sound system culture rooted in the unifying genres of ska and two-tone. A meeting between Jamaican music and English mods in the 1960s and 70s, the scenes sparked a sound and wardrobe borne out of an immaculate multi-faceted and cross-cultural clash. Informed by the hypnotising sound of reggae and dub, the genres inspire the emotions of wonder and entrancement at the core of the show.

In keeping with the Upcycling Ideology introduced by Louis Vuitton as part of the show, a segment of looks upcycled through reiteration from the previous season are scored by a separate pre-recorded performance by Hyukoh. Virgil Abloh invites the South Korean band – comprised by Oh Hyuk, Im Dong-geon, Lim Hyun-jae, and Lee In-woo – to capture the paradeful atmosphere of the show through a sonic voyage reflective of the runway experience.

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.

#

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

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]

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]

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 Zoocom 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: Zoom 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 Zoocom 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]

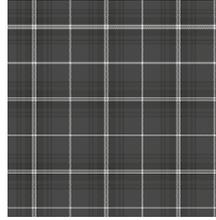
Casting



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

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

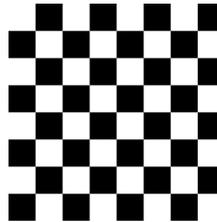
Check



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

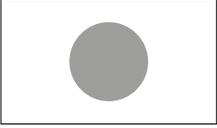
The philosophy of a new generation. The presence of Virgil Abloh at Louis Vuitton. [SS19]

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]

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

Ornamentation generally associated with high value, jewellery enables an ultimate game of worth in which valuable or invaluable decorative objects can offer similar intrigue to the brain. (See: Formcore.) For Spring-Summer 2021, jewellery reimagines the inflatable structures of parades in precious metals, while Zoocom with friends manifest in hand-painted enamel pieces. Keyrings from previous seasons transform into necklaces while stock jewellery is dipped in silicone for a second life. Beaded necklaces and bracelets in natural stones, opals and crystals echo the collection's multi-colour palette, while chains appear encrusted with crystals. [SS21]

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]

Kente

A woven textile native to the Ashanti Kingdom of Ghana, Kente cloth is distinguishable by its geometric patterns and primary colours. The son of parents born in Ghana, Virgil Abloh grew up with Kente as a natural component in his cultural tapestry. [SS21]

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]

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 omnipotent 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]

LV²



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 LV². [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

tells the story of a shipwrecked romantic, who – hoping to find love – puts a message in a bottle only to be flooded with “a hundred billion bottles” in return. See: Values, core. [SS21]

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 LV², 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]

Model, II

“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.” –Virgil Abloh. [SS21]

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 LV², the Louis Vuitton collaboration between Virgil Abloh and Nigo. [PF20]

N

Nigo

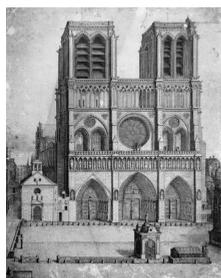
Japanese designer and founder

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 LV². "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]

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: LV² [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

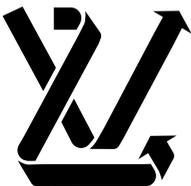
Upcycling Ideology

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.

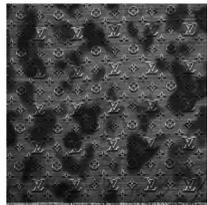
A term related to the Spring-Summer 2021 show format through which Virgil Abloh embraced the global community by taking his shows to clients in their own part of the world. [SS21]

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]

Zoomification

The three-dimensional technique of integrating the Spring-Summer 2021 characters of Zoocom 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]

Zoomom with friends



A motley crew of diverse characters conceived for the Spring-

Summer 2021 collection as symbol of diversity and inclusivity. Inspired by stuffed animals Virgil Abloh bought in a children's store near his studio in Paris in January 2020, they integrate into garments

and bags, animate them and jump through the screens of a digital audience The puppets are loosely informed by archive pieces and serve as the imagined playthings of the youngest living descendant of Louis Vuitton as well as embodying Virgil Abloh's memories of the days spent with his friends in Paris before his first Louis Vuitton show in 2018. [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
Shipping Route.

"On the Louis Vuitton Spring-Summer 2021 voyage, casting features the local humanities of the collection's ports of call. Men's Artistic Director Virgil Abloh invites the communities of his destinations to walk his runways in an endeavour to highlight and share their personal stories with the world."



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

Look 1

- White tailored peak-lapel suit jacket
 - White tailored bootcut trousers
 - White classic shirt with black silk tie
 - Blazing yellow Hybrid lace-ups
-

Look 2

- Cobalt blue tailored peak-lapel suit jacket with crocheted teddy bear
 - Cobalt blue tailored bootcut trousers
 - Yellow classic shirt with black "Horloge" silk tie
 - White Space sunglasses
 - Cobalt blue Hybrid lace-ups
 - LV Puppet printed Toolbox trunk in white Taurillon leather
-

Look 3

- Cobalt blue leather, tailored slant-lapel suit jacket
- Cobalt blue tailored bootcut trousers
- Bistro green shirt with white plain silk tie
- B/w Square sunglasses
- Raspberry rose Monogram

flower stud earring

- Black and fluorescent Hybrid green lace-ups
 - Puppé-accumulation Monogram Macassar canvas Danube bag
-

Look 4

- Monogram Macassar inflatable puffer jacket
 - Cobalt blue tailored peak-lapel suit jacket
 - Cobalt blue tailored and zipped narrow trousers
 - Red classic shirt with white silk tie
 - Black Squared sunglasses
 - Racing red and black leather Hybrid lace-ups
 - Monogram Macassar canvas Mini Keepall bag with crocheted monkey puppet
-

Look 5

- Blazing yellow tailored peak-lapel suit jacket
- Cobalt blue tailored bootcut trousers
- Bistro green classic shirt with black silk tie and bird tiepin
- Black Squared sunglasses
- Cobalt blue leather Hybrid lace-ups
- White Taurillon leather

Trunk wearable wallet
with 2 LV puppet patches

Look 6

- White, Monogram-embossed inflatable puffer gilet
 - Blazing yellow tailored hoodie
 - Blazing yellow tailored suit shorts
 - White classic shirt with black "Horloge" silk tie
 - Golden V balloon ring
 - Pair of black LV checkerboard drop earrings
 - Black Skate boots
-

Look 7

- Blazing yellow tailored car coat with cobalt blue shearling dragon puppet
 - Blazing yellow cigarette trousers
 - Black classic shirt
 - Black baseball cap
 - Black distorted sunglasses
 - Abbesses leather lace-ups
 - Black Taurillon leather Speedy Soft Trunk bag with painted LV puppet
-

Look 8

- White tailored shirt jacket
 - White bunched-up flared tailored trousers
 - Blazing yellow classic shirt
 - Bistro green rubber-dipped LV medallion necklace
 - Bistro green cartoon-embroidered baseball cap
-

- White Gym bag with painted LV puppet
 - White Taurillon leather Vertical trunk with printed puppet
-

Look 9

- B/w multi-Damier checkerboard tailored car coat
 - B/w window pane check tailored cigarette trousers
 - Raspberry rose classic shirt with white tie
 - Mirror Millionaire sunglasses
 - Blazing yellow Hybrid boots
-

Look 10

- B/w distorted Damier tailored peak-lapel denim blazer with crocheted rat puppet
 - B/w distorted Damier tailored bunched-up flared denim trousers in cotton denim
 - Raspberry rose classic shirt with black silk tie
 - Yellow Summerland boat shoes
 - B/w distorted Damier record bag
-

Look 11

- B/w distorted Damier tailored car coat
 - B/w distorted Damier tailored cigarette trousers
 - Raspberry rose classic shirt with white silk tie
 - White Space sunglasses
 - Black Abbesses lace-ups
-

Look 12

- B/w multi-Damier checkerboard peak lapel suit jacket
 - Racing red tailored cigarette trousers
 - Bistro green classic shirt with white silk tie
 - Bistro green LV cartoon embroidered baseball cap
 - Bicolor, blue and green Square sunglasses
 - Black Summerland boat shoes
 - Pair of black LV checkerboard drop earrings
 - Anagram b/w multi-Damier and Black Keepall bag
-

Look 13

- Black leather car jacket
 - Black tailored suit shorts (LV recycled label)
 - Blazing yellow classic shirt with black silk tie
 - Black distorted sunglasses
 - White Skate boots
 - Black Taurillon leather Steamer bag with LV puppet patches
-

Look 14

- Black tailored peak-lapel suit jacket in recycled wool tailoring fabric
- Black tailored bootcut trousers
- Cobalt blue classic shirt with white silk tie
- Black distorted sunglasses
- Pair of LV checkerboard drop earrings
- Black Abbesses lace-ups
- Panda puppet bag

Look 15

- Recycled black tailored car coat in recycled wool tailoring fabric
 - Black satin tailored bootcut trousers
 - B/w multi-Damier classic shirt with optic white silk tie
 - Anthracite crushed felt top hat with printed bandanas
 - B/w Nightclub sunglasses
 - Yellow leather Hybrid lace-ups
 - Monogram Macassar Dice & Dollar with black leather Scorpion
-

Look 16

- Red tailored car coat with cobalt blue leather LV scorpion puppet patch
 - Red tailored cigarette trousers
 - Blazing yellow classic shirt with black silk tie
 - Red and black Hybrid lace-ups
 - Monogram Macassar canvas Keepall bag with LV puppet embroidered patches
-

Look 17

- Racing red tailored slant-lapel suit jacket
- B/w distorted checkerboard leather biker trousers
- Racing red classic shirt with black silk tie
- Black baseball cap
- B/w Nightclub sunglasses

- Yellow and black Hybrid lace-ups
-

Look 18

- B/w distorted Damier tailored hoodie with dog puppet
 - Racing red Damier motorcycle trousers
 - Blazing yellow classic shirt
 - White Space sunglasses
 - Black and grey LV trainers
-

Look 19

- Racing red classic shirt with shoulder-pads
 - Black silk tie with a LV black flower Swarovski tiepin
 - Racing red tailored bootcut trousers
 - Black Space sunglasses
 - LV bunny key ring
 - Red and black Hybrid lace-ups
 - Classic Monogram canvas Trunk briefcase
-

Look 20

- B/w multi-Damier tailored shirt-jacket with LV dog puppet in matching outfit
- B/w multi-Damier tailored and zipped narrow trousers
- Blazing yellow classic shirt with black silk tie
- Mid-grey crushed felt top hat with printed bandanas
- Pair of pink (left) and black (right) Monogram flower stud

- earrings
 - Black and fluorescent green Hybrid lace-ups
 - B/w distorted Damier backpack Trunk
-

Look 21

- B/w distorted checkerboard leather biker jacket
 - Black tailored and zipped narrow trousers
 - Racing red classic shirt with black silk tie
 - Black baseball cap
 - Pair of LV puppet stud earrings: bird (right) and dragon (left)
 - Red and black Hybrid lace-ups
 - Black Anagram Keepall bag
-

Look 22

- Cobalt blue tailored shirt jacket with b/w distorted Damier LV wolf puppet patch
 - Cobalt blue tailored suit shorts
 - Pair of perodit LV Monogram flower stud earrings
 - Black Monogram flower sunglasses
-

Look 23

- Cobalt blue oversized shirt with mouse puppet Fix stitch on the button in recycled wool flannel
- B/w distorted Damier tailored cigarette trousers
- Raspberry rose classic shirt
- B/w Nightclub sunglasses

- Yellow Summerland boat shoes
 - Black Anagram Mini Keepall bag
-

Look 24

- Cobalt blue tailored jumpsuit
 - Black classic shirt with blazing yellow silk tie
 - White Stripe sunglasses (Space)
 - Yellow LV loafers
 - White Taurillon leather Wallet Trunk with flower boy crochet puppet key ring
-

Look 25

- LV Puppet multicolour accumulation on a black hoodie
 - Black tailored suit shorts in recycled wool tailoring fabric
 - Black distorted sunglasses
 - Black baseball cap
 - Black Abbesses lace-ups
-

Look 26

- White, Monogram-embossed inflatable puffer jacket
 - Raspberry rose classic shirt with shoulder-pads and black silk tie
 - Raspberry rose tailored laced-up football trousers
 - Black baseball cap
 - Yellow and Damier embossed inflatable Soft Trunk bag
 - Pink dyed LV trainers
-

Look 27

- Black classic shirt with Raspberry rose shearling dragon puppet and black silk tie
 - Black tailored laced-up football trousers in recycled wool tailoring fabric
 - Black Summerland boat shoes
 - Black Speaker trunk
-

Look 28

- Black satin coat with Raspberry rose shearling lining and collar
 - Black satin tailored bootcut trousers
 - Raspberry rose classic shirt with black silk tie
 - White dragon necklace
 - Black Space sunglasses
 - Cobalt blue leather Hybrid lace-ups
 - White tufted Monogram Soft Trunk bag
-

Look 29

- Raspberry rose classic shirt with shoulder-pads and black silk tie with Monogram black flower tiepin
 - White tailored laced-up football trousers
 - Black distorted sunglasses
 - Multicolour distorted Monogram beaded LV Skate sneakers
 - White Taurillon leather pouch with painted LV puppets
-

Look 30

- Raspberry rose Monogram madras tailored low-lapel evening jacket
 - Cobalt blue tailored laced-up football trousers
 - Raspberry rose classic shirt with white silk tie
 - Golden LV and bird puppet necklace
 - Golden L, V and Monogram flower balloon rings
 - Pair of b/w Monogram flower stud earrings
 - Multicolour "Happy to see you" sunglasses
 - Cobalt blue leather Hybrid lace-ups
 - White Taurillon leather wearable wallet trunk
-

Look 31

- B/w distorted checkerboard roll-neck jumper
 - Raspberry rose tailored laced-up football trousers
 - Set of mismatched drop earrings: flower (right) and dragon (left) puppet
 - Multicolour LV medallion necklace dipped in green rubber
 - Blue marble Millionaire sunglasses
 - Cobalt blue leather Hybrid lace-ups
 - Cobalt blue ostrich leather Keepall bag with Louis the wolf patch puppet
-

Look 32

- B/w distorted Damier tailored double-breasted jacket with tonal LV Puppet accumulation
 - B/w multi-Damier tailored bootcut trousers
 - B/w distorted Damier classic shirt with black silk tie
 - B/w distorted Damier coast hat
 - B/w distorted Damier beaded Skate sneakers
 - B/w distorted Damier backpack
-

Look 33

- White tailored peak-lapel suit jacket
 - White tailored laced-up football trousers
 - Optic white classic shirt with black silk tie
 - Multicolour chain LV medallion necklace
 - Anthracite crushed felt top hat with printed bandanas
 - Pair of b/w Monogram flower stud earrings
 - White leather Hybrid lace-ups
 - Fluorescent orange Damier raffia Keepall bag
-

Look 34

- Blazing yellow kite parka in lightweight nylon
- White tailored peak-lapel suit jacket
- White tailored bootcut trousers
- White classic shirt with bistro green silk tie
- Black and white leather Hybrid boots

- White Taurillon leather Flap Soft Trunk bag
-

Look 35

- Blazing yellow tailored car coat with black leather scorpion LV patch puppet
 - Blazing yellow bunched-up tailored flared trousers
 - Cobalt blue classic shirt with white silk tie
 - White Space sunglasses
 - Black and white leather Hybrid lace-ups
-

Look 36

- Blazing yellow leather puffer-perfecto with LV padlock puppet
 - Black tailored peak-lapel suit jacket
 - Black tailored and zipped narrow trousers
 - Black classic shirt with blazing yellow silk tie
 - Pair of b/w checkerboard
 - LV drop earrings
 - Black distorted sunglasses
 - B/w leather Hybrid lace-ups
-

Look 37

- Blazing yellow Backpack zip-front shirt
 - Black cigarette trousers in recycled wool tailoring fabric
 - Black Taurillon leather cap
 - Black Space sunglasses
 - Blazing yellow and black leather Hybrid boots
-

- Chain necklace with purple key ring attached
-

Look 38

- Black tailored shirt-jacket in recycled wool tailoring fabric
 - Black bunched-up tailored flared trousers
 - Blazing yellow classic shirt with black silk tie
 - Single b/w Monogram flower stud earring
 - Black flower on the right earring
 - Black Nightclub sunglasses
 - Blazing yellow and black leather Hybrid lace-ups
 - Cobalt blue Monkey crossbody bag
 - Black Speaker trunk
-

Look 39

- Black satin trucker jacket with blazing yellow shearling collar and bistro green lining
 - Black tailored and zipped narrow trousers
 - White classic shirt with black silk tie
 - Black distorted sunglasses
 - Blazing yellow and black leather Hybrid lace-ups
 - Black City Keepall bag
-

Look 40

- Tricolor knitted crewneck jumper
- Black tailored laced-up

football trousers in recycled wool tailoring fabric

- White classic shirt with black silk tie
 - Golden Monogram flower balloon ring
 - Multicolour glass-beaded friendship bracelet
 - Bistro green LV cartoon embroidered baseball cap
 - Black Nightclub sunglasses
 - Black Abbesses leather lace-ups
 - Monogram Ebene canvas Speaker trunk with crochet banana key ring
-

Look 41

- Black tailored tee-shirt with LV dog puppet patch
 - Blazing yellow bunched-up tailored flared trousers
 - Pair of b/w Monogram flower stud earrings
 - Black Space sunglasses
 - Black Abbesses leather lace-ups
 - Monogram Macassar canvas Keepall bag with crochet LV puppet patches
-

Look 42

- Multicolour LV Puppet accumulation on navy trucker collar jumper
 - Blazing yellow tailored suit shorts
 - Black baseball cap
 - Black Nightclub sunglasses
 - Black and brown LV hiking boots worn with b/w rib checkerboard cotton socks
-

Look 43

- B/w Damier binaire tailored car coat
 - B/w Damier binaire tailored cigarette trousers
 - Racing red classic shirt with white silk tie
 - White distorted sunglasses
 - Racing red and black leather Hybrid lace-ups
-

Look 44

- B/w distorted Damier tailored low-lapel evening jacket
 - B/w distorted Damier tailored laced-up football trousers
 - B/w distorted Damier recycled-style pleated wrap-skirt
 - Raspberry rose shirt with bistro green plain silk tie
 - B/w distorted Damier bucket hat
 - Black Nightclub sunglasses
 - B/w distorted Damier leather Hybrid boots
 - B/w distorted Damier Soft Trunk bag
-

Look 45

- B/w distorted Damier tailored car coat with Wolf puppet patch in tufted leather
- B/w distorted Damier classic shirt
- Tailored bootcut trousers
- Mid-grey crushed felt top hat with printed bandanas
- Black Nightclub sunglasses
- Black and fluorescent green

- leather Hybrid boots
 - Monogram Macassar canvas Mini Keepall bag with LV puppet embroidered patch
-

Look 45 BIS

- Monument anthracite kite car coat
 - B/w window pane Racing tailored laced-up football trousers
 - Vintage football jersey with knitted ribs tie and dye
 - Abbesses leather lace-ups
 - City Keepall bag
 - Crystals necklace
-

Look 46

- B/w multi-Damier tailored hoodie
 - Black bunched-up tailored flared trousers in recycled wool tailoring fabric
 - B/w Damier binaire classic shirt
 - B/w "Happy to see you" sunglasses
 - Black and fluorescent green leather Hybrid boots
 - Blue LV cartoon embroidered baseball cap
 - Monogram Macassar canvas Soft Trunk bag with LV puppet embroidery
-

Look 47

- Cobalt blue recycled-style Backpack zip-front shirt
- Raspberry rose classic shirt

- Cobalt blue cigarette trousers
 - Set of four glass bead necklaces
 - Anthracite crushed felt top hat with printed bandanas
 - Crochet Monogram scarf
 - Yellow Summerland boat shoes
 - White distorted sunglasses
 - Black Trunk bag with crochet LV flower boy charm
-

Look 48

- B/w distorted Damier tailored double-breasted coat with LV puppet patches
 - B/w distorted Damier tailored cigarette trousers
 - Blazing yellow classic shirt with bistro green silk tie
 - Blazing yellow distorted sunglasses
 - B/w distorted Damier LV loafers
 - B/w distorted Damier Keepall bag
-

Look 49

- B/w multi-Damier LV Puppet accumulation on oversized classic shirt
 - B/w multi-Damier tailored cigarette trousers
 - B/w multi-motif pleated wrap-skirt
 - B/w Damier binaire hood and coast hat
 - Black distorted sunglasses
 - B/w distorted Damier Hybrid boots
 - B/w distorted Damier City Keepall bag
-

Look 50

- Cobalt blue trench-coat with frog puppet
 - Cobalt blue bunched-up tailored flared trousers
 - Cobalt blue classic shirt with white silk tie
 - Cobalt blue baseball cap
 - White Space sunglasses
 - B/w leather Hybrid lace-ups
-

Look 51

- B/w Damier binaire top and wrap-skirt with LV puppets
 - White chiseled LV Chelsea boots in waxed calf leather
-

Look 52

- LV Puppet accumulation on cobalt blue varsity jacket
 - Cobalt blue tailored peak-lapel suit jacket
 - Cobalt blue tailored cigarette trousers
 - Raspberry rose classic shirt with black silk tie
 - White distorted Damier beaded LV Skate sneakers
-

Look 53

- Cobalt blue satin padded coat with wolf puppet patch and LV padlock puppet
- Black tailored laced-up football trousers in recycled wool tailoring fabric
- Blazing yellow classic shirt with black silk tie
- Pair of LV bird stud earrings
- Cobalt blue baseball cap

- White and cobalt blue leather Hybrid lace-ups
 - Anagram Black Keepall bag
-

Look 54

- White LV Puppet accumulation on oversized classic shirt
 - Cobalt blue bunched-up flared tailored trousers
 - Black crushed felt top hat with printed bandanas
 - LV puppet Monogram bandanas
 - LV "Horloge" knitted scarf
 - Blazing yellow LV loafers
-

Look 55

- Cobalt blue tailored car coat
 - Black tailored bootcut trousers
 - White classic shirt with black silk tie
 - Racing red and black leather Hybrid lace-ups
 - Black distorted sunglasses
 - Monogram Macassar canvas Mini Soft Trunk bag With LV puppet embroidered Patch and crocheted banana key ring
-

Look 56

- Monogram Macassar inflatable puffer gilet
- White tailored slant-lapel suit jacket
- White tailored bootcut trousers
- Black classic shirt with grey LV Wolf puppet Damier tie
- Pair of b/w Monogram flower

- stud earrings
 - Cobalt blue and black leather Hybrid lace-ups
 - Monogram Macassar canvas Keepall bag with LV puppet embroidered patches and scarecrow LV puppet key ring
-

Look 57

- Black kite parka in lightweight nylon
 - Black tailored peak-lapel suit jacket in recycled wool tailoring fabric
 - Black bunched-up tailored flared trousers
 - Black classic shirt with bistro green silk tie
 - Black Nightclub sunglasses
 - Black and brown LV hiking boots
 - Orange and Damier-embossed inflatable Keepall bag
-

Look 58

- Beaded LV Puppet accumulation on black tailored double-breasted coat
 - Black tailored cigarette trousers
 - Racing red classic shirt with blazing yellow silk tie
 - Black crushed felt top hat
 - B/w leather Hybrid lace-ups
-

Look 59

- Beaded LV Puppet accumulation on black tailored double-breasted jacket
- Black tailored laced-up

- football trousers
 - Blazing yellow classic shirt with black silk tie
 - Black Ibiza sunglasses
 - Black and fluorescent green leather Hybrid lace-ups
 - Black Steamer Messenger bag with LV puppet embroidered patch
-

Look 60

- Black classic shirt with shoulder-pads
 - Racing red tailored and zipped narrow trousers
 - Cobalt blue tailored laced-up football trousers
 - White distorted sunglasses
 - Classic black (green and yellow version) LV trainers
 - White Taurillon leather Soft Trunk necklace with painted LV puppet
-

Look 61

- Raspberry rose Monogram madras tailored car coat
 - Raspberry rose Monogram madras tailored cigarette trousers
 - White classic shirt with black silk tie
 - Black Millionaire sunglasses
 - Racing red and black leather Hybrid lace-ups
 - Yellow and pink distorted Monogram beaded LV Skate sneakers
 - Monogram Macassar canvas Keepall pouch with LV Louis the wolf patch
-

Look 62

- Raspberry rose Monogram madras LV Puppet accumulation on tailored double-breasted coat
 - Raspberry rose Monogram madras tailored bootcut trousers
 - Raspberry rose shirt with bistro green silk tie
 - Set of mismatched drop earrings: flower (left) and dragon (right) puppet
 - Black Square sunglasses
 - Classic black (pink and blue version) LV trainers
-

Look 63

- Raspberry rose Monogram madras trench-coat with frog puppet
 - Monument grey tailored and zipped narrow trousers
 - Louis the wolf pastel print classic shirt
 - Raspberry rose Monogram madras hood and coast hat
 - Pair of raspberry rose Monogram flower stud earrings
 - Classic black (green and orange version) LV trainers
 - White Taurillon leather Keepall bag with LV puppet embroidered patches
-

Look 64

- Raspberry rose Monogram madras tailored low-lapel evening jacket
- Raspberry rose Monogram madras tailored cigarette trousers
- Raspberry rose classic shirt

- with bistro green cotton tie
 - B/w leather Hybrid lace-ups
 - Black crushed felt top hat with printed bandanas
 - Mirror Speaker Trunk
 - Pair of raspberry rose Monogram flower stud earrings
-

Look 65

- Black tailored low-lapel evening jacket with contrasted buttons
 - Bistro green tailored suit shorts
 - Tricolor Monogram fil-coupe classic shirt with black silk tie
 - Pair of raspberry rose Monogram flower stud earrings
 - Black Millionaire sunglasses
 - Black cowboy sneaker-boots
 - Monogram Macassar canvas Soft Trunk bag with LV puppet embroidered patches
-

Look 65 BIS

- Grey marl denim shirt with shoulder pads
 - Grey marl tailored denim trousers with teddy bear
 - Bandana worn as a mask
 - Flowers necklace and charms bracelet
-

Look 66

- Black tailored peak-lapel suit jacket with contrasted buttons in recycled wool tailoring fabric and tricolor Monogram scorpion patch

- puppet
 - Black bunched-up tailored flared trousers with contrasted buttons
 - Pair of b/w checkerboard LV drop earrings
 - Multicolour strass chain LV and Monogram flowers charm-necklace
 - Black distorted sunglasses
 - Black Taurillon leather Soft Trunk bag with LV puppet embroidered patch
-

Look 67

- Bistro green tailored peak-lapel suit jacket
 - Camel tailored laced-up football trousers
 - Racing red shirt with white plain silk tie
 - Light grey crushed felt top hat with printed bandanas
 - Pair of LV puppet Monogram bandanas
 - Cobalt blue leather Hybrid boots
 - Multicolour LV Puppet accumulation on Monogram Macassar canvas Steamer bag
-

Look 68

- Fluorescent orange Damier raffia trench-coat
- Bistro green tailored shirt jacket
- Bistro green tailored bootcut trousers
- White classic shirt
- Fluorescent orange Damier raffia bucket hat
- Black distorted sunglasses
- Black and fluorescent green

- leather Hybrid lace-ups
 - Fluorescent orange Damier raffia Soft Trunk bag
-

Look 69

- Bistro green classic shirt with shoulder-pads and bistro green silk tie
 - Bistro green tailored cigarette trousers
 - Black Ibiza sunglasses
 - Black and fluorescent green leather Hybrid boots
 - Multicolour LV Puppet accumulation on Monogram Macassar canvas Trunk backpack
-

Look 70

- Multicolour suede intarsia varsity jacket
 - Camel tailored laced-up football trousers
 - Tricolor fringed mesh top
 - Black Crushed felt top hat with printed bandanas
 - Multicolour fringed crochet scarf
 - Black Millionaire sunglasses
 - Pair of golden Monogram flower balloon rings
 - Cobalt blue LV pin-lock loafers
 - White Taurillon leather pochette with LV puppet family embroidered patch
-

Look 71

- Multicolour mink intarsia jacket with mouse patch

- puppet
 - Tie-dye tailored peak-lapel suit jacket
 - Tie-dye bunched-up flared denim trousers
 - Blazing yellow classic shirt with black silk tie
 - Single raspberry rose Monogram flower stud earring
 - Classic black (fluorescent yellow version) LV trainers
 - White Taurillon leather pouch with LV puppet family print
 - Green LV cartoon embroidered baseball cap
-

Look 72

- Tan leather car jacket
 - B/w multi-Damier classic shirt with black silk tie and LV puppet flower tie pin
 - Bistro green tailored and zipped narrow trousers
 - Black Monogram flower sunglasses
 - B/w distorted Damier Hybrid boots
 - Monogram Macassar canvas Wallet trunk
-

Look 73

- White shearling and leather mixed coat with LV scorpion patch puppet
- White tailored cigarette trousers
- White classic shirt
- Pair of black Monogram flower stud earrings
- Set of 3 golden L and Monogram flowers balloon rings
- Black Crushed felt top hat

- with printed bandanas
 - Black distorted sunglasses
 - White and fluorescent orange leather Hybrid lace-ups
 - White Taurillon leather Trunk backpack with LV puppet embroidered patches
-

Look 74

- B/w flame LV hand-knitted crewneck jumper
 - Black bunched-up tailored flared trousers
 - B/w distorted Damier knitted work gloves
 - White distorted sunglasses
 - Black and fluorescent green Hybrid lace-ups
-

Look 75

- B/W window pane check tailored slant-lapel suit jacket
 - Black cigarette trousers in recycled wool tailoring fabric
 - Blazing yellow classic shirt with black silk tie
 - Pair of golden Monogram flowers balloon rings
 - Set of mismatched earrings: b/w checkerboard LV drop earring (left) and bird stud earring (right)
 - Classic black (green and yellow version) LV trainers
 - B/w distorted Damier Keepall bag with LV dragon puppet key ring
-

Look 76

- Monument grey kite car coat
 - Raspberry rose tailored jumpsuit
 - Cobalt blue classic shirt with white silk tie
 - White Space sunglasses
 - B/w distorted Damier Hybrid boots
 - Anagram black Keepall bag
-

Look 77

- Monument grey leather surcoat
 - Monument grey tailored and zipped narrow trousers
 - Raspberry rose classic shirt with black silk tie
 - Pair of black Monogram flower stud earrings
 - Mid-grey crushed felt top hat with printed bandanas
 - Black and white leather Hybrid boots
 - Monogram Macassar canvas Papillon messenger bag with LV dragon patch puppet
-

Look 78

- Camel crewneck jumper with LV bear patch puppet
 - Raspberry rose cigarette trousers
 - Golden LV and bird puppet necklace
 - Mid grey Crushed felt top hat with printed bandanas
 - White distorted sunglasses
 - B/w distorted Damier LV pin-lock loafers
 - Purple ostrich leather Soft Trunk bag with LV dragon patch puppet
-

Look 79

- Camel woven shearling coat with LV flamingo patch puppet
 - Cobalt blue tailored shirt-jacket
 - Cobalt blue tailored and zipped narrow trousers
 - Bistro green classic shirt with bistro green silk tie
 - Black baseball cap with yellow LV dragon patch puppet
 - Black Millionaire sunglasses
 - Black LV pin-lock loafers
 - Black fake crocodilian leather Keepall bag with LV dragon patch puppet
-

Look 80

- Camel tailored double-breasted coat with LV dog patch puppet in a racing red outfit
 - Racing red tailored and zipped narrow trousers
 - White classic shirt with black silk tie
 - Black distorted sunglasses
 - Black and white leather Hybrid boots
 - Monogram Macassar canvas Christopher backpack with LV puppet embroidered patches
-

Look 81

- Blazing yellow tailored peak-lapel suit jacket
- Camel tailored cigarette trousers
- Frog pastel printed classic shirt with white silk tie
- Metal and glass bead necklace

- Black Crushed felt top hat with printed bandanas
 - Pair of LV puppet Monogram bandanas
 - Black LV pin-lock loafers
 - Black leather LV scorpion puppet bag
-

Look 82

- Tricolor Monogram tufted leather surcoat
 - Black bunched-up tailored flared trousers
 - Black classic shirt with bistro green silk tie
 - Pair of b/w checkerboard LV drop earrings
 - Black baseball cap
 - Black and fluorescent green Hybrid lace-ups
 - Monogram Macassar canvas Briefcase trunk with LV dragon and Louis the wolf patch puppets
-

Look 83

- Tricolor fil-coupe Monogram oversized shirt with teddy bear puppet
- Tricolor fil-coupe Monogram tailored cigarette trousers
- Black classic shirt with white silk tie
- Set of mismatched earrings: b/w checkerboard (left) LV and dragon (right) drop earrings
- Metal and glass bead necklace
- Light grey crushed felt top hat with printed bandanas
- Black and white leather Hybrid boots
- Black Ibiza sunglasses

- Accumulation LV puppet on Trunk wearable wallet
-

Look 84

- Blazing yellow LV Puppet accumulation on oversized classic shirt
 - Blazing yellow tailored laced-up football trousers
 - Black Crushed felt top hat with printed bandanas
 - Black LV Horloge knitted scarf
 - White distorted sunglasses
 - Cobalt blue leather Hybrid boots
-

Look 85

- Tricolor Monogram embroidered tailored low-lapel evening jacket in recycled wool tailoring fabric
 - Tricolor Monogram embroidered tailored cigarette trousers
 - Raspberry rose Monogram madras classic shirt
 - Pair of golden Monogram flower balloon rings
 - Blue Monogram madras hood and coast hat
 - Black Summerland boat shoes
-

Look 86

- Tricolor fil-coupe Monogram tailored peak-lapel suit jacket
- Tricolor fil-coupe Monogram tailored cigarette trousers
- Blazing yellow classic shirt with black silk tie

- Pair of LV dragon puppet drop earrings
 - Black Ibiza sunglasses
 - Anagram black Mini Keepall bag
 - B/w Hybrid boots
-

Look 87

- Black tailored peak-lapel suit jacket in recycled wool tailoring fabric
 - Black bunched-up tailored flared trousers
 - Racing red classic shirt with bistro green silk tie and black Monogram flower tiepin
 - Black Millionaire sunglasses
 - B/w distorted Damier Hybrid boots
 - B/w distorted Damier Steamer Nano bag
-

Look 88

- Black shearling and leather mixed coat with LV scorpion patch puppet
 - Tricolor fil-coupe Monogram tailored cigarette trousers
 - Black classic shirt
 - Pair of b/w checkerboard LV drop earrings
 - Black Crushed felt top hat with printed bandanas
 - Pair of LV puppet Monogram bandanas
 - Black Ibiza sunglasses
 - Classic black (green and yellow version) LV trainers
 - Black Taurillon leather Keepall bag with LV puppet embroidered patch
-

Look 89

- Multicolour knitted sequins mock neck jumper, blue version
 - Blazing yellow bunched-up tailored flared trousers
 - Golden L, V and Monogram flowers balloon charm necklace
 - Multicolour knitted sequins balaclava, blue version
 - Black and racing red knitted work gloves
 - Silver Space sunglasses
 - Black Taurillon leather LV belt with LV puppet
 - Norse blue distorted Damier LV Skate sneakers
-

Look 90

- Blazing yellow and black needle-punch shearling surcoat
 - Cobalt blue tailored cigarette trousers
 - Raspberry rose classic shirt with black silk tie
 - B/w checkerboard LV and bird puppet necklace
 - Set of mismatched earrings: LV bird stud earring (left) and LV dragon drop earring (right)
 - Pair of golden Monogram flower balloon rings
 - Black baseball cap
 - Cobalt blue and black leather Hybrid boots
-

Look 91

- Multicolour knitted sequins mock neck jumper, black version

- Raspberry rose tailored laced-up football trousers
 - Multicolour knitted sequins balaclava, black version
 - Pair of golden L and Monogram flower balloon rings
 - Golden L, V and Monogram flowers balloon charm necklace
 - Silver Space sunglasses
 - Black and white LV trainers
-

Look 92

- Norse blue and white distorted checkerboard leather biker jacket and trousers
 - Blazing yellow classic shirt with black silk tie
 - Set of mismatched earrings: LV bird stud earring (left) and LV dragon drop earring (right)
 - White Space sunglasses
 - Black leather Abbesses lace-ups
 - White Taurillon leather Trunk backpack with LV puppet print
-

Look 93

- Egret mohair knitted blazer
 - Indigo destroyed-patchwork denim jeans
 - Bistro green classic shirt with black silk tie
 - Yellow strass LV stud earring
 - Pair of multicolour glass bead necklaces
 - Blue LV cartoon embroidered baseball cap
 - Black Millionaire sunglasses
 - Yellow Summerland boat shoes
-

Look 94

- Norse blue and white distorted Damier oversized trucker jacket with LV flamingo patch puppet
 - Black tailored bootcut trousers
 - Blazing yellow classic shirt with black silk tie
 - LV checkerboard drop earring
 - Black baseball cap
 - B/w distorted Damier LV Skate sneakers
 - Black Taurillon leather Gym bag with LV puppet embroidered patch
-

Look 95

- White Horloge intarsia crewneck jumper
 - White bunched-up tailored flared trousers
 - Golden L balloon ring
 - Pair of blue Monogram flower stud earrings
 - Black Taurillon leather cap
 - Black Millionaire sunglasses
 - B/w distorted Damier LV Skate sneakers
 - Monogram Macassar canvas Mini Keepall bag with crocheted LV monkey puppet
 - LV wolf puppet bag
-

Look 96

- Multicolour LV Puppet accumulation on a Desert sage cotton hoodie
 - Desert sage pleated wrap-skirt
 - White custom LV trainers
-

Look 97

- Norse blue and white distorted Damier tailored low-lapel evening jacket
 - Raspberry rose distorted Damier tailored laced-up football trousers
 - Raspberry rose classic shirt with black silk tie
 - Set of mismatched earrings: pink Monogram flower stud earring (left) and LV dragon drop earring (right)
 - Black Space sunglasses
 - Classic black (green and yellow version) LV trainers
 - B/w distorted Damier Flap Soft Trunk bag
-

Look 98

- Multicolour distorted Monogram trucker-collar jumper
 - Blazing yellow Damier motorcycle trousers
 - Bistro green classic shirt with white silk tie
 - Pair of black Monogram flower stud earrings
 - Black Ibiza sunglasses
 - Classic black (orange and green version) LV trainers
-

Look 99

- Norse blue and white distorted Damier kite parka
 - Blazing yellow classic shirt
 - Blazing yellow tailored bootcut trousers
 - Black leather Abbesses lace-ups
-

Look 100

- Norse blue and white LV Puppet accumulation on oversized classic shirt
 - Black tailored cigarette trousers
 - Blue Monogram madras hood and coast hat
 - Classic black (fluorescent yellow) LV trainers
-

Look 101

- Multicolour distorted Monogram and Damier kite parka
 - Bistro green tailored laced-up football trousers
 - Multicolour distorted Monogram and Damier tee shirt
 - Pair of LV red flower puppet stud earrings
 - Pair of golden Monogram flower balloon ring
 - Golden L, V and Monogram flowers balloon charm necklace
 - Light blue Space sunglasses
 - Black LV pin-lock loafers
-

Look 102

- LV Puppet multicolour accumulation on Norse blue tee-shirt
 - Black tailored and zipped narrow trousers
 - Black Crushed felt top hat with printed bandanas
 - Black LV Horloge knitted scarf
 - Black Millionaire sunglasses
 - Classic black (blue and pink version) LV trainers
 - Anagram black Mini Keepall bag
-

Look 103

- Norse blue and distorted Damier crewneck knitted jumper
 - Cobalt blue bunched-up tailored flared trousers
 - Blazing yellow classic shirt with black silk tie
 - Multicolor LV medallion necklace dipped in green rubber
 - Classic black (blue and pink version) LV trainers
 - Monogram Macassar Keepall bag with LV puppet embroidered patches and LV bunny key ring
-

Look 104

- White LV bird printed cotton tee-shirt
 - Bistro green bunched-up tailored flared trousers
 - Multicolour LV medallion necklace dipped in green and black rubber
 - LV Puppet multicolour accumulation charm-bracelet
 - Black Millionaire sunglasses
 - White LV trainers
 - LV Bird inflatable float harness
-

Look 105

- Cobalt blue tailored hoodie
- Blue Monogram madras tailored bootcut trousers
- Multicolour multi-motif pleated wrap-skirt
- Black classic shirt with white silk tie
- Pair of mismatched drop earrings: back LV puppet

flower (right) and LV puppet dragon (left)

- White distorted sunglasses
 - Classic black (red and yellow version) LV trainers
 - White Taurillon leather Trunk wearable wallet with LV puppet embroidered patch
-

Look 106

- Blue Monogram madras tailored slant-lapel suit jacket
 - Blue Monogram madras tailored cigarette trousers
 - Cobalt blue classic shirt with white silk tie
 - Mid-grey Crushed felt top hat with printed bandanas
 - Pair of LV puppet Monogram bandanas
 - Anagram Black Keepall bag
 - Classic black (orange and green version) LV trainers
-

Look 107

- Monument grey satin coat with cobalt blue shearling lining and collar
 - Cobalt blue tailored bootcut trousers
 - Raspberry rose classic shirt with white silk tie
 - Pair of raspberry rose Monogram flower stud earrings
 - Pair of silver V and Monogram flower balloon rings
 - Classic black (blue and pink version) LV trainers
 - Monogram Macassar canvas Trunk phone box with LV dragon embroidery patch puppet
-

Look 108

- Stone-washed indigo crystal-embroidered Monogram over-shirt and LV dragon patch puppet
 - Stone-washed indigo crystal-embroidered Monogram flared trousers
 - Bistro green classic shirt with white silk tie
 - Stone-washed indigo crystal-embroidered Monogram bucket hat and face mask
 - B/w distorted Damier LV Skate sneakers
-

Look 109

- Cobalt blue classic shirt with shoulder-pads and white silk tie
 - Cobalt blue tailored and zipped narrow trousers
 - White Space sunglasses
 - Classic black (orange and green version) LV trainers
 - Pink Monogram flower earrings
 - Set of two b/w glass bead necklaces
 - Cobalt blue LV puppet accumulation Monogram Macassar canvas Mini Soft trunk bag
-

Look 110

- Orange and black needle-punch shearling car jacket with LV mouse patch puppet
- Racing red tailored and zipped narrow trousers
- Bistro green classic shirt with white silk tie
- Pair of Golden Monogram flower

balloon rings

- Bicolor, green and beige sunglasses
 - Racing red and black LV sneakers
-

Look 111 (ex Look 110)

- Black leather puffer-perfecto with LV wolf puppet
 - Black tailored suit shorts
 - Racing red classic shirt with white silk tie
 - Racing red classic shirt with black silk tie
 - Black Ibiza sunglasses
 - Racing red and black leather Hybrid boots with b/w Monogram socks
 - B/w distorted Damier Keepall bag
-

Look 112

- Racing red bias-cut dress with LV puppets
 - Custom b/w LV trainers
-

Look 113

- Black satin padded coat with wolf and LV padlock patch puppets
 - Black tailored and zipped narrow trousers
 - B/w distorted Damier classic shirt with shoulder-pads
 - Black baseball cap
 - Pair of raspberry rose Monogram flower stud earrings
 - Black Square sunglasses
 - B/w distorted Damier beaded LV Skate sneakers
 - Anagram black Mini Keepall bag
-

Look 114

- B/w distorted Damier trench-coat with frog puppet
 - Black tailored cigarette trousers
 - Black classic shirt with white silk tie
 - Racing red and black leather Hybrid boots
-

Look 115

- B/w distorted Damier LV Puppet accumulation on racing red tailored shirt
- Racing red tailored laced-up football trousers
- White LV cartoon embroidered knitted balaclava

- B/w distorted Damier beaded LV Skate sneakers
-

Look 116

- Racing red satin hoodie with LV scorpion puppet patch
 - Racing red tailored cigarette trousers
 - Racing red jacquard Monogram classic shirt with black silk tie
 - Black Ibiza sunglasses
 - Pink dyed LV trainers
 - LV Puppet multicolour accumulation on Monogram Macassar canvas Keepall bag
-

Look 117

- Racing red Damier motorcycle jacket
 - White classic shirt with black silk tie
 - Cobalt blue tailored cigarette trousers
 - Pair of rainbow stud earrings
 - White Space sunglasses
 - Classic black (grey and yellow version) LV trainers
 - Cobalt blue satin baseball cap
-

Look 118

- Racing red kite parka
- Cobalt blue tailored cigarette trousers
- Cobalt blue jacquard Monogram classic shirt with white silk tie
- Light blue Space sunglasses
- Classic black (yellow and red version) LV trainers
- B/w distorted Damier Keepall bag

Look 119

- White tailored peak-lapel
suit jacket
 - White tailored bootcut
trousers
 - White classic shirt
with bistro green silk tie
 - White and blue Hybrid
lace-ups
 - LV wolf inflatable float
harness
-

Louis Vuitton X Nigo® Men's collection

by Virgil Abloh and Nigo® Pre-Fall 2020

Look 1

- White short sleeve classic shirt
- Grey micro Damier and LV jacquard cigarette trouser
- LV Mountain grey Damier tie with bear
- LV lock black sunglasses
- Silver metal cuff with crystals Louis Vuitton
- Black Voltaire loafers in glazed calf leather

cigarette trousers

- White short sleeve classic shirt
- LV lock black sunglasses
- LV Mountain grey Damier tie with bear
- Metal ring with crystals LV²
- Keepall bag in Giant Damier Ebene canvas and natural leather with drippy wave motif in Monogram canvas
- Black Voltaire derbies in glazed calf leather

Look 2

- Black fishtail parka with monogram and LV jacquard lining
- Grey micro Damier and LV jacquard cropped suit
- White short sleeve classic shirt
- LV lock black sunglasses
- LV Mountain grey Damier tie with bear
- Damier giant and Monogram wave grey scarf
- Black Voltaire loafers in glazed calf leather

Look 4

- Brown large Damier jacquard cropped suit
- Grey Damier and LV jacquard DNA shirt
- LV flower black sunglasses
- LV Mountain brown Damier tie with duck
- LV² gold key ring
- Nano Amazone Messenger bag in Giant Damier Ebene canvas and natural leather with drippy wave motif in Monogram canvas
- LV Mods ankle boots in Monogram canvas

Look 3

- Black embroidered military blouson
- Brown micro check wool vest
- Brown micro check wool

Look 5

- Grey large Damier jacquard cropped suit
- Grey Damier and LV jacquard

- DNA shirt
 - LV lock black sunglasses
 - LV Mountain grey Damier tie with bear
 - Mini Tote bag in Giant Damier Ebene canvas and natural leather with drippy wave motif in Monogram canvas
 - Black Voltaire derbies in glazed calf leather
-

Look 6

- Indigo Monogram and Damier jacquard mix denim jacket
 - Indigo Monogram and Damier jacquard mix printed oversized shirt
 - Indigo Monogram and Damier jacquard mix denim trousers
 - Indigo damier jacquard denim bucket hat
 - Silver double ring with crystals Louis Vuitton
 - Duck can and LV² gold pendants
 - Duck and bear bag charms
 - Nil Messenger bag in Giant Damier Ebene canvas and natural leather with drippy wave motif in Monogram canvas
 - LV Mods ankle boots in Damier suede calf leather
-

Look 7

- Black Monogram and Damier jacquard mix denim jacket
- Black Monogram and Damier jacquard mix printed oversized shirt
- Black Monogram and Damier jacquard mix denim trousers
- Brown Damier giant wool scarf

- LV² brown Damier belt
 - Black LV Hiking ankle boots in plain calf leather
-

Look 8

- Black Damier knitted cardigan
 - Black Monogram and Damier jacquard mix printed oversized shirt
 - Black Monogram and Damier jacquard mix denim trousers
 - LV lock black sunglasses
 - Christopher backpack in Giant Damier Ebene canvas and natural leather with drippy wave motif in Monogram canvas
 - Black LV Hiking ankle boots in plain calf leather
-

Look 9

- Brown big Damier jacquard double face cropped duffle coat
 - Brown micro check wool vest
 - Brown micro check wool cigarette trousers
 - White short sleeve classic shirt
 - LV lock black sunglasses
 - LV Mountain brown Damier tie with duck
 - Voltaire loafers in Monogram canvas
-

Look 10

- Brown Damier knitted cardigan
- Brown large Damier jacquard cigarette trousers
- White short sleeve classic shirt
- Black cotton cap

- LV flower black sunglasses
 - LV Mountain brown Damier tie with duck
 - Mini Tote in Giant Damier Ebene canvas and natural leather with drippy wave motif in Monogram canvas
 - LV Mods ankle boots in Monogram canvas
-

Look 11

- Grey big Damier jacquard double face cropped duffle coat
 - White short sleeve classic shirt
 - Grey micro Damier and LV jacquard cigarette trousers
 - Damier giant and Monogram wave grey scarf
 - LV flower black sunglasses
 - LV Mountain grey Damier tie with bear
 - Black Voltaire loafers in glazed calf leather
-

Look 12

- Beige and Monogram jacquard reversible blouson
 - Brown large Damier jacquard cigarette trousers
 - LV flower black sunglasses
 - Brown Damier giant wool scarf
 - Double Phone Pouch in Giant Damier Ebene canvas and natural leather with "LV Made" Turtle print
 - Voltaire loafers in Monogram canvas
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