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# Louis Vuitton Men's collection by Virgil Abloh Fall-Winter 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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Louis Vuitton Men's collection  
by Virgil Abloh Fall-Winter 2021.  
'Ebonics / Snake Oil / The Black Box / Mirror, Mirror'  
Paris, January 2021.



*What do you want to be when you grow up?* As children, our dreams and aspirations are personified by archetypes: the Artist, the Salesman, the Architect, the Drifter. Familiar characters in everyday society, they are inseparably defined by their uniforms: the dress codes we associate with professions, lifestyles and knowledge. From head to toe, our minds are inherently trained to outline an archetypical wardrobe to help us identify the character of an individual. Often, these characters are tied to societal presumptions of cultural background, gender, and sexuality.

The Louis Vuitton Fall-Winter 2021 Men's Collection investigates the unconscious biases instilled in our collective psyche by the archaic norms of society. Predetermined perceptions, they imbue our outlooks with manmade myths connected to the genetics of people, ideas and art. Men's Artistic Director Virgil Abloh employs fashion as a tool to change those preconceptions: keep the codes, but change the values.

The logic reflects Black cultural traditions that use figures of speech (irony, punning, riffing) to play with or reverse the connotations of established codes. These techniques create new meanings and subvert established canons; for example, the way a standard English phrase may have an entirely different meaning in Black vernacular English. Virgil Abloh applies these techniques to his design methodology, imbuing the grammar of recognised archetypes with different genetics.

Informed by James Baldwin's essay *Stranger in the Village* from 1953, which deals with the parallels between the author's experiences as an African-American man in a Swiss village and his life in America, the show takes place between locations in Switzerland and Paris. The frames of the performance revolve around the figurative notion of the art heist: the myths spun by society around origin and ownership of art, visual references and those who create. (See: 'The Performance Art Piece'.)

The conceptual artist Lawrence Weiner constructs a series of aphorisms-as-patterns tied to these premises: "YOU CAN TELL A BOOK BY ITS COVER", "THE SAME PLACE AT THE SAME TIME", "( SOMEWHERE SOMEHOW )". Throughout garments and accessories, motifs and techniques

play on themes of illusion, replicating the familiar through the deceptive lenses of *trompe l'oeil* and *filtrage*, and re-appropriating the normal through extreme elevation.

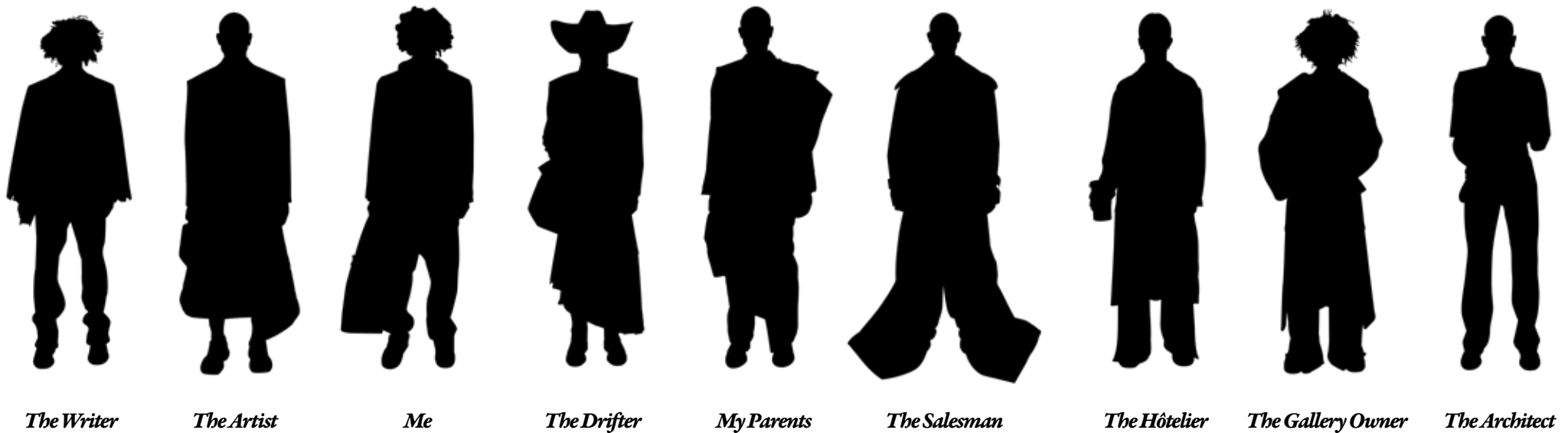
It fuels a study of the *un-designed*: items devoid of artistic ownership and exact historical provenance. The physical show invitation is embodied by a balsa wood DIY model plane, an eternal symbol of boyhood devoid of artistic ownership. Who came up with the paper cup? The metal nail? The pencil? It begs the question of who can claim creation: who gets to make art, and who gets to consume it. Conceived outside the art sphere, *un-designed* and essentially "normal" items represent a public domain continuously reinvented and claimed by the sector of art.

As a result, normality is accentuated: the slumber we slip into following periods of social unrest. What does normality look like, what does it mean, and who has the optional privilege to embody it? Virgil Abloh brings his established idea of "Tourist vs. Purist" to the forefront: his term for the outsider, who aspires towards an esoteric domain of knowledge versus the insider, who already occupies it. The collection detects their respective codes in order to defy and unite them.

In a social climate hankering for a new normal that breaks with the archaic structure of society, archetypes become neotypes. If an artist doesn't fulfil our predetermined image of an artist, does it make them any less of an artist? If a reference that originated in the sphere of the Tourist is altered into a new piece of art, can the Purist claim ownership of that reference? If Kente cloth – the fabric of Virgil Abloh's cultural heritage – is rendered in tartan, does that make Kente any less Ghanaian and tartan any less Scottish? Provenance is reality, while ownership is myth: manmade inventions now ripe for re-invention.

#### Lawrence Weiner

Born in 1942, Lawrence Weiner is an American contemporary artist central to the conceptual art movement of the 1960s. His practice investigates languages in radical expressions across formats and media, using linguistic structures as a sculptural material to explore the idea of art as a material reality between humanity and objects.



Louis Vuitton Men's collection  
by Virgil Abloh Fall-Winter 2021  
'Peculiar Contrast, Perfect Light'  
The performance art piece

The Louis Vuitton Fall-Winter 2021 Men's Show is presented as a multi-disciplinary artistic expression of ideas investigated within the collection. Captured between Paris and a village in the Swiss mountains, the production is thematically informed by James Baldwin's seminal essay *Stranger in the Village* from 1953 through a series of performances expressed in dance, ice skating, poetry and scenography. It features a cast including Kandis Williams, Tosh Basco, Saul Williams, yasiin bey, Black Cracker and Steven Sowah.

In *Stranger in the Village*, Baldwin draws parallels between his experiences as an African-American visitor in the Swiss mountain village of Leukerbad in the 1950s – the only person of colour – and his life as a Black citizen of America. It deals with the experience of being recognised and gazed upon as different, illegible; even alien. Emblematic of this circumstance, *Stranger in the Village* also illuminates the experience of being Black in Europe, and being a Black artist in the birthplace of European art.

A positive and affirmative entry point for kinship, collaboration and diversity, Men's Artistic Director Virgil Abloh employs the essay as a reflection on the "Tourist vs. Purist" logic of the collection: society's established structure of outsiders vs. insiders, manifested in broad civilization as well as individual domains of knowledge such as the arts. It is an illustration of the experience of ascending to an esoteric sector of the arts and introducing it to design traditions and semiotics that can be unrecognised or misunderstood.

The performance embodies the physical confrontations with the psychological conflicts explored in Baldwin's essay. In Paris, the village is configured and reconfigured through an abstract marble stage, which represents the shifting emotions of "the stranger in the village". It manifests in a demonstration of the themes of artistic provenance and ownership studied within the collection, expressed in the figurative idea of a heist: the established art world's re-appropriation of foundations of cultural heritages different to their own.

Creative direction: Josh Johnson  
Movement direction: Tosh Basco  
Musical direction and production: Asma Maroof  
Film direction: Wu Tsang  
Concept direction/dramaturgy: Kandis Williams  
Project management/production: Nadja Rangel Qani  
Art direction and research leads: Mahfuz Sultan and Chloe Sultan  
Starring: yasiin bey and Saul Williams

Josh Johnson

Born in California, Josh Johnson studied dance at the Robin Project of Performing Arts and attended The Alley School in New York City before working with The Alvin Ailey Dance Theatre and The Forsythe Company. He is currently based at Schauspielhaus Zürich. Johnson has collaborated with the likes of Anne Imhof, Kandis Williams, Wu Tsang, Moved by Motion and Boychild. His commercial credits include Beyonce and Usher.

Wu Tsang

Wu Tsang is a filmmaker and visual artist who combines documentary and narrative technique with fantastic detours into the imaginary. She is a MacArthur Genius fellow and a director-in-residence at Schauspielhaus Theater in Zürich.

Kandis Williams

The Baltimore-born artist Kandis Williams expresses herself across performance, collage, curating and publishing. Her performances have been mounted in clubs and institutions across the world. She is currently a visiting faculty member at the California Institute of the Arts. Williams lives and works in Los Angeles.

Tosh Basco

Tosh Basco is a movement-based performance artist whose practice employs improvisation as mode of survival and world-building. Her work explores the thresholds where becoming meets representation. Also known by her performance name boychild, her work shows how the movement of form communicates what remains impenetrable through images and language.

Asma Maroof

Born outside of Washington DC to Indian parents, the American composer and electronic musician Asma Maroof explores the connections sound makes internally, externally and socially. Her work captures the powerful storytelling capabilities of music both behind the decks and on screen. Maroof collaborates on soundscapes for Schauspielhaus Zürich with Wu Tsang, Tosh Basco, and Josh Johnson.

Louis Vuitton Men's collection  
by Virgil Abloh Fall-Winter 2021.  
'Peculiar Contrast, Perfect Light'  
Soundtrack notes

Over three acts, an original score created for the presentation by Asma Maroof paints a musical portrait of forbidden landscapes. Spoken words written and performed by Saul Williams interact with harps before evolving into atmospheric strings. The soundscape crescendos into jazz and sub bass crowned by a performance by yasiin bey.

**Prelude**

Musical direction: Asma Maroof

Additional production: Daniel Pineda

Vocals and lyrics: Saul Williams

Harp: Ahya Simone

**Act 1**

Musical direction: Asma Maroof

Additional production: Daniel Pineda

Vocals and lyrics: Saul Williams

Harp: Ahya Simone

Flute and saxophone: Tapiwa Svosve

Cello and piano: Patrick Belaga

**Act 2**

Musical direction: Asma Maroof

Additional production: Daniel Pineda

Flute and saxophone: Tapiwa Svosve

Cello and piano: Patrick Belaga

Drums: Mathieu Edward

Flute solo: Tapiwa Svosve

**Act 3**

Musical direction: Asma Maroof

Additional production: Daniel Pineda

Vocals, lyrics and kalimba: yasiin bey

Flute and saxophone: Tapiwa Svosve

Cello and piano: Patrick Belaga

Drums: Mathieu Edward

Louis Vuitton Men's Musical direction: Benji B.

*Peculiar Contrast, Perfect Light*



A Film by Virgil Abloh and 'Moved by the Motion' starring Yasiin Bey Saul Williams and Kai Isaiah Jamal  
Film directed by Wu Tsang Show Creative Director and Performance Choreography by Josh Johnson  
Story adapted by Sophia Al Maria Movement direction by Tosh Basco  
Dramaturgy and Scenography by Kandis Williams Casting Samuel Ellis Scheinman  
Original Film score and musical direction and production by Asma Maroof and Benji B  
Stylist Ibrahim Kamara Set Design PlayLab Graphic Design Marco Fasolini  
Art Direction and Research Leads Mahfuz Sultan and Chloe Sultan  
Artist Managed by Nadja Rangel Qani at Outofocus Management  
Visual Direction by Lina Kutsovsckaya and BeGood  
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Louis Vuitton Men's collection  
by Virgil Abloh Fall-Winter 2021.  
Paper dolls









## Louis Vuitton Men's collection by Virgil Abloh Fall-Winter 2021. 'An anthology for a collection' A series of questions concerning a new normal

### I. What do you want to be when you grow up?

"I teach you the Übermensch. Man is something that shall be overcome. What have you done to overcome him?"  
– Friedrich Nietzsche, *Thus Spoke Zarathustra*, 1883–85.

One of the earliest questions we're asked in life promises us the freedom to shape our own identity: *What do you want to be when you grow up?* As kids, those dreams are personified by the stereotypical characters popularly associated with specific professions and lifestyles: the Artist, the Architect, the Salesman, the Writer, the Designer. Their familiar uniforms reflect our understanding of ambition, talent and lifestyle. Fashion is a tool for shaping those identities. *Dress the part.* But subconsciously, our collective view of those characters is still connected to archaic attributes of race, gender and sexuality.

A remnant of patriarchal thinking, these archetypes are shaped by traditional ideas of possibility, ownership and belonging. Is a businessman always white? Is a basketball player always black? Are they always heterosexual males? Historically, what you want to be when you grow up hasn't been a question of dreams but one of appearance, background and genetic make-up. In order to become the architect of your own fortune, you've had to reflect the social predeterminations of what that architect looks like. It is what makes us unconsciously trust the silhouette of a suit and distrust the contour of a hooded sweatshirt. But these are manmade inventions: systemic illusions.

Inherently related to privilege, it's an expression of the societal predetermination we experience during our upbringing. Fashion has the tools and power to re-programme these dress codes and impact possibility for every individual. In Nietzschean terms, man's greatest challenge is to rise above the predisposed limitations society has set us; become the 'overman'. By preserving the dress codes of the archetypes that embody the aspirations of the youth, but changing the human values that have traditionally underpinned them, we open the door for any individual to shape their own identity regardless of gender, sexuality or the colour of their skin.

## II. Who wants to look normal?

"Normality is what the conservative hopes to return to and the progressive hopes to establish. [...] Often, normal is what I am, and what you are if you are lucky enough to resemble me in certain respects (for any value of 'I')." – Peter Alexander, *Philosophy*, Volume 48, Issue 184, 1973.

Times of upheaval make us hanker for normality: the calm of everyday mundanity. After the rush of the promise of progression, humanity creeps back into the comforting slumber of familiarity, trusting that 'the new normal' for which we've fought will feel as cosy as the old. Now, we desire a normality that erases subdivision: equality across race, gender, and sexuality. But until we alter the human genetics of what is viewed as normal, normality remains a privilege afforded the few.

The complexities of normality are the challenge of the new generations. What does normal look like, and who is granted access to that look? In progressive times that celebrate non-conformity, normality is often deemed undesirable in the context of self-expression: *Who wants to look normal?* Yet, for the parts of society who do not naturally fulfil the conventional perceptions of normality, conformity – boring as it may be – can seem like a limited human right.

Historically, the model-citizen uniforms associated with normality – the Banker, the Architect, the Designer – have been intrinsically linked to patriarchal expectations of individuals based on race, gender and sexuality. In order to encourage a new normal founded in equality and acceptance, fashion can contribute to redefining our collective idea of conformity and its visual manifestation. Through the lens of progression, appearing 'normal' shouldn't be a privilege; its dress codes shouldn't be associated with the genetic makeup of certain human beings. Rather, normality should be a choice open to all. Then, we will all have the satisfying option to dress – and rebel – against it.

## III. Are you a tourist or a purist?

"Insiders and Outsiders in the domain of knowledge, unite. You have nothing to lose but your claims. You have a world of understanding to win." – Robert K. Merton, *Insiders and Outsiders: A Chapter in the Sociology of Knowledge*, 1972.

Hours after interviewing for the position of Men's Artistic Director of Louis Vuitton, Virgil Abloh found himself on the way to a university to give a lecture. Realising the road that lay ahead of him, he sought to distil into a phrase an understanding of the contrasting camps he would now occupy as a simultaneous outsider and insider of the fashion industry – one foot in the establishment, the other forever planted in the community that created him. It was then he coined the concept of "Tourist vs. Purist": those who observe and aspire towards a domain of knowledge, and those who inhabit it.

Defining this contrast wasn't intended as a celebration of the social structure that conceived it. Rather, it served as a reflection of society's manmade reflex to label humanity according to a collective perception through which belonging to one group supposedly excludes us from joining another. Applied to fashion, the idea of "Tourist vs. Purist" can echo that of low vs. high. Classifications invented to inspire aspiration, they are often entrenched in archaic images of culture: the desire to measure creativity by values such as sportswear vs. haute couture, or "streetwear" vs. tailoring.

Does Virgil Abloh – an Architect and Civil Engineer by education – meet society's Purist definition of a designer? Does he look like one? In real life, do these popular perceptions fuel an unconscious bias about whether or not Virgil Abloh is actually a designer? In the post-digital world, the internet has democratised the knowledge previously accessible for the consecrated few. The esoterism once reserved for some has become public property, shaping a new fashion eco-system co-inhabited by Tourists and Purists. In the age of the new normal, don't ask yourself if you're a Tourist or a Purist, but how each character is reflected within your own.

#### IV. What is art and who is it for?

"Art is the most intense form of individualism that the world has known."  
– Oscar Wilde, *The Soul of Man Under Socialism*, 1891.

The definition of art is a manmade invention forever up for interpretation. Through social and cultural structures, we are raised with a practical but entirely fabricated perception of the ownership and value of art. Through our collective projective lens, we accept that one piece of art belongs in the Guggenheim while another belongs in a small gallery in SoHo. Similarly, the societal programming we experience growing up shapes our view of artistic worth: low vs high, amateur vs. artist, Tourist vs. Purist. But what happens when those contrasts intersect?

While previous generations would have separated the two for convenience, the digital age of access challenges conventional logic. In a society where the domain of knowledge is rapidly democratised by the internet, our inherent approach to the constructs of art evolve: *What is art, who makes it, where does it hang, and who gets to look at it?* If a person is systemically made to believe that what they're making or watching is not art, they will inevitably assume they're not participating in the sphere of art.

In *What Is Art?* from 1897, Leo Tolstoy defines art as "a human activity [in which a person] conveys to others feelings he has experienced, and other people are affected by these feelings and live them over in themselves." Universally inclusive, it's an ultimately human reasoning that transcends the myths society builds around art, and the prejudice we create around the types of people we expect to consume and define it. As a metaphor for the applied art of fashion, the parallels are ours for the taking.

#### V. Who did it first?

"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."  
– Rosalind Krauss, *The Originality of the Avant-Garde: A Postmodern Repetition*, 1981.

The un-designed: creative inventions familiar to us all, whose specific artistic ownership is essentially untraceable or even nonexistent. In our inherent desire to copyright the innovations of humanity, we create myths around the originality of art. *Who did it first? Where did they get the idea? Is it new?* A Purist approach to the study of reference, the assumption is that every origination has been dreamt up within the exclusive frames of the domain popularly defined as art.

Yet many of man's greatest designs find their provenance in the territory of the Tourist: normal, everyday inventions conceived from a point of necessity, functionality, and a sense of community. From the objects that sit on our office desk to the utensils that fill our domestic space – the paper plane, the paper cup, the metal nail – they are largely un-designed; rooted in history – of course – but unattached to artistic ownership. They are public domain.

In fashion, the case is no different. The staples most essential to our wardrobes are, for the most part, un-designed: brilliant ideas conjured from a Tourist point of desire, forever reinterpreted and claimed through the lens of the Purist. It's a process that separates art from anthropology, but unites them all the same.

## VI. Go fish?

"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." — John Berger, *Ways of Seeing*, 1973.

The go-fish impulse: an innate reaction of human beings when first gazing upon an object to relate it something they've seen before — often before seeing the nuance of the object. Take the white t-shirt. An 'un-designed' part of our collective wardrobe, it arguably resonates as belonging to one of three segments: a uniform of the arts milieus (in the tradition of Joseph Beuys), a staple of an everyday American milieu (workwear, the every-person, Hollywood), or the "white tee" connected to the rap music culture of a particular era. The white t-shirt can be seen as the conceptual foundation for a number of elements employed in the practice of Virgil Abloh.

Inherent to Black culture, these elements activate the go-fish impulse: Cuban link jewellery, du rags and Kente cloth are all 'un-designed' inventions subject to resonance and, in some cases, myths of origin. Historically, certain art movements have anticipated an 'ideal viewer' of the work. Abstract Expressionism, for instance, championed a patient and searching apprehension of paintings, and created works that demanded it. There is an expectation in the arts for the viewer to be educated in the forms, narratives and signifiers embedded within the work.

This has been a challenge for Black artists, who work in systems where the critical establishment knows little to nothing about the cultural forms and signifiers they are observing. Moreover, incorrect origins and paternities have often been attributed to the practice of Black artists, attaching their works to European lineages that are not particularly salient to the creation or interpretation of the work. In essence, some viewers don't realise that the two things they are comparing are false cognates: things which appear to be the same, but in fact have entirely different genealogies and etymologies.



## Louis Vuitton Men's collection by Virgil Abloh Fall-Winter 2021. 'Upcycling Ideology'

Upcycled looks in the Fall-Winter 2021 collection are created through three approaches:

- A. Pieces upcycled by recycling material from overstock.
- B. Pieces upcycled from recycled ideas.
- C. Pieces upcycled through reiteration from previous storylines.



Upcycling creates the framework for the Louis Vuitton Fall-Winter 2021 Men's Collection. First introduced for the previous collection, the Upcycling Ideology seeks to de-programme our minds from the images of obsolescence that lead to overload, overproduction and waste. For the new storyline, Men's Artistic Director Virgil Abloh flips the switch on the traditional approach to a collection. Now, it's made up of pieces that make looks rather than looks that have pieces in them.

Investigating the meaning of a new normal, the collection portrays a neo-reality where the value of material objects isn't classified by preconceived ideas of "rich" and "poor", but where worth is defined by emotional value. Through the lens of the Upcycling Ideology, 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. 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 Fall-Winter 2021 collection exercises the three approaches of the Upcycling Ideology across fabrications, techniques and themes. The LV emblem exercised to imbue the "old" with new value, the *Upcycling Signal Logo* launched in the previous storyline is carried over in the collection.



Hellen Adei Ashie, Virgil Abloh's maternal grandmother, photographed in Ghana.

## 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. 7, January 2021.

#

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 Zoooom with friends, The**

The title of an animated short film presented for Digital Paris Fashion Week in July 2020 as a teaser for the Spring-Summer 2021 show, with illustrations by Reggieknow, animations by Black Anime, music by Sa-Ra, and production by Playlab, Inc and BeGoodStudios. See: Zooom with friends. [SS21]

### **Advocacy**

The methodology of nuance favoured by Virgil Abloh as a black designer in the fashion establishment working to make the world a better place. See: Nuance. [SS21]

### **After party**

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

### **Afrocentrism**

A school of thought centred around the teaching of history, culture and art from the perspective of historical black identities and communities, Afrocentrism is an alternative to a Eurocentric world view. See: The Black Canon. [SS21]

### **Afrofuturism**

The study of black identities in connection with technology, futurism, retro-futurism, and Space Age. Popularised in music by the American jazz philosopher Sun Ra in the 1960s, Afrofuturism deals with

concepts of de-alienation, escapism and peace. See: Hypnovisualism. [SS21]

### **Afrosurrealism**

An art genre rooted in the analysis of black identities in relation to metaphors of alienation, expressed through surrealism and occasionally psychedelia. [SS21]

### **Animaflation**

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

### **Assemblage**

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

### **Archetype**

Conventional society's textbook example of its understanding of a certain type of individual or object, and the codes and values that shape that individual or object. A manmade invention, archetypes are expressions of the unconscious bias instilled in us by society during our upbringing. See: Neotype. [FW21]

### **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]

### **Aspiration**

The foundation of the freedom of identity. The bridge between Tourism and Purism. "What do you want to be when you grow up?" – Virgil Abloh. See: Tourist vs. Purist. [FW21]

## **B**

### **Bags**

The ultimate expression of utility. Building on Virgil Abloh's 3% methodology, Fall-Winter 2021 studies our relationship with bags and the way we use and wear them through the lens of normality. Paper and mesh totes and potato bags are interpreted through the classic shapes of Louis Vuitton and enriched with *tuffetage* embroidery. They appear in primary colours, nodding at everyday carrier bags. Next to shiny silver leather bags, Virgil Abloh's "Tourist vs. Purist" logic appears across styles. Linguistic creations by Lawrence Weiner serve as patterns. An *Airplane-Keepall* pays homage to the paper plane, the eternal un-designed object of boyhood. [FW21]

### **Barcelona Pavilion**

A jewel in modern architecture designed in 1929 by Mies

van der Rohe and Lily Reich. The building's material constructions and combinations informed aspects of the set created for the Fall-Winter 2021 presentation. "Mies is my other Michael Jordan." – Virgil Abloh. [FW21]

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

### Body-mapping

A series of motifs depicting the world map along with images of historic works of art captioned with thought-provoking credits of ownership as an illustration of the myths

created through history by society around the ownership of art. [FW21]

### 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

### Cable news

A technique that renders an illusion of a cable knit through an unlikely material such as fur, reflecting on ideas of fact vs. fiction. [FW21]

### 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]

### Check-out

A technique through which one fabric is bonded to a contrast-colour fabric and laser-cut into squares, creating the illusion of a woven check material. [FW21]

### 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]

### Conformity

The sociological endeavour of a person or a community to blend in or integrate with a societal culture to which they ought, desire or need to belong. Often, a concept rooted in luxury and privilege. [PF21]

### Cordu-l'oeil

A broad term for the continuous conversation between traditional corduroy in different shapes and sizes, and trompe l'oeil illusions of corduroy through various fabrications and techniques in the Fall-Winter 2021 collection. [FW21]

### 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]

### Cowboy hat

A curled wide-brimmed hat historically made in felt, native to Mexico and the American West. An example of a fashion element linked to a specific profession. The Fall-Winter 2021 cowboy hats were

loosely inspired by the TV series *Yellowstone's* generation narrative about the passing of traditions. [FW21]

### 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]

### Cuban link

An established part of his collections for Louis Vuitton, Cuban link jewellery can resonate as a symbol of the Cuban-influenced style culture of Miami, or as an emblem of a metonymic era of rap where its prevalence is most likely the product of 1970s hip-hop block parties where fashion choices became increasingly experimental. [FW21]

### Cup

A manmade container used to hold liquids. So prehistoric its provenance can't be traced, it is devoid of artistic ownership. See: Un-designed. [FW21]

## 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]

### Dress

A term simply denoting clothing, it also describes a single garment worn to cover

and adorn the human body.  
[FW19]

### Dress code

Sets of visual data deciphered through collective predetermined societal programming, which connects specific articles of clothing or the way they are styled with specific types of individuals, domains of knowledge, or events. [FW21]

### 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]

### Du rag

A headdress considered the quintessential hip-hop headwear of the 1990s, the du rag's origins are vague. While its present form may have emerged during the Black Power Movements in the 1960s, some attribute it to the headwraps of 19th century African-American slaves, and others to the uniforms of Ethiopian soldiers of the same era. [FW21]

### 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]

### Encase-a-morphosis

A term for the practice of encasing a humble material – such as an upcycled mélange of stuffing – in a transparent haute couture fabric, effectively transforming the value of a fabric through an illusion. [FW21]

### 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]

## Go fish

A term employed by Virgil Abloh to illustrate the 'go-fish impulse': an innate reaction of human beings when first gazing upon an object to relate it to something they've seen before – often before seeing the nuance of the object. [FW21]

### 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 japed 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 Fall-Winter 2021, jewellery studies the un-designed: everyday objects devoid of artistic ownership. Markers, compasses, pencils,

rubbers and sharpeners double as pendants. A tape measure nods at the archetypical view of the designer. Cuban link jewellery magnifies, while linguistic patterns by Lawrence Weiner appear throughout. [FW21]

## 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 omni-present and omni-relevant fashion phenomenon. [SS19]

### Louis Vuitton 2054

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

### Louis Vuitton Staples Edition

A collection developed by Virgil Abloh for Louis Vuitton, which launched for Spring 2019. Dedicated to the detection, study and refining of essential garments and accessories popularly referred to as wardrobe staples, the line is identifiable by three indicators: the LV logo metal staple nailed onto the garment, the triangular tap in classic house leather, the leather printed folding manual attached to a carabiner, or the button stitched in the image of the LV logo. [PF19]

### Luxury

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

## LV<sup>2</sup>

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

## LV Made

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

## M

### 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]

## Manmade invention

Virgil Abloh's term for the predetermined rules and myths imprinted in our subconscious by conventional society pertaining to matters from our expectations of what certain types of individuals look or act like to the artistic ownership of phenomena and art. [FW21]

## Marblification

The process of simulating a marble or onyx effect through fabric textures, effectively replicating one truth through another. [FW21]

## 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 LV<sup>2</sup>, the Louis Vuitton collaboration between Nigo and Virgil Abloh. [PF20]  
**Model**

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

## 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]

## Monumentamorphosis

A portmanteau describing the morphing of recognisable architecture with a jacket into a wearable miniature cityscape, effectively allowing the wearer to move freely within his city confinement. Also: a literal embodiment of the fusion of Virgil Abloh's education in architecture with his profession as a fashion designer. [FW21]

## Moto-suit

A contemporary transformation of the conventional properties of the uniform of the motorcycle outfit into

an everyday suit for a new generation: keeping the codes but changing the values. [FW21]

## Motto

"Good style is always off-putting." –Virgil Abloh. [SS19]

## Mountain

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

## Mount Fuji

Nature's own graphic, the volcano is the spiritual and aspirational symbol of the wonders of Japan, and a motif used in LV<sup>2</sup>, the Louis Vuitton collaboration between Virgil Abloh and Nigo. [PF20]

## Mundanity

The ruling sector's popular definition of what feels and looks ordinary, banal and uneventful. Subject to change. [PF21]

## Myth

A popularly-believed but false idea of something or someone, cultivated by time, tradition and convention, and the predetermined notions instilled in our minds by society through life. [FW21]

## Myth vs. Reality: The Full Story

An essay published in the show notes for the Louis Vuitton Spring-Summer 2021 Men's Show in Tokyo, which deals with the myth of originality in contemporary art and fashion and the relationship between provenance and ownership of artistic references. "Provenance is reality; ownership is myth." [SS21]

## N

### Nail

A metal spike that joins things together. A human invention, the nail dates back to Ancient Egypt around 3,400 B.C. but knows no artistic ownership. See: Un-designed. [FW21]

### Neotype

The biological term for a specimen that replaces an archetypical specimen, which has ceased to exist. See: Archetype. [FW21]

### New Normal, The

A term increasingly used during the global events of 2020 to describe an unknown future definition of what normality feels and looks like. See: Normality. [FW21]

### 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]

### Normality

A state of mind embodied by ideas of routines, security, and certainty. And: An unconscious bias defined by society's predetermined notions of what normality looks and feels like. [FW21]

### 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]

### Originality

See: Myth vs. Reality: The Full Story. [FW21]

### 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]

### Ownership

An individual's right to or possession over something. Often: Myths widely cultivated by societal short-term memory and a decidedly Purist disposition. See: Tourist vs. Purist; Myth vs. Reality: The Full Story. [FW21]

### 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 Fall-Winter 2021, the idea of normality informs a palette rooted in the classic colours of the humble men's wardrobe: blacks, navies, greys, beiges, whites. They are contrasted by shocks of primary colour picked up from the patterns of heritage cloths creating a conversation between old and new, familiar and unfamiliar, and normality and the new normal. [FW21]

### 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]

### Paper plane

A toy aircraft constructed from paper. Known as *aerogami*, the practice of folding paper planes is inseparably attributed to boyhood. A miniature imitation of the airplane – invented by the Wright Brothers in 1903 – the

**paper plane knows no artistic ownership. See: Un-designed. [FW21]**

### 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]

### Pleatillusion

An illusory technique native to haute couture through which fine strips of leather are embroidered onto stretch-neoprene fabric to replicate – through extreme elevation – the look of plissé or pin stripes. [FW21]

### 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]

### Production, Fall-Winter 2021

Captured between Paris and a village in Switzerland, the Fall-Winter 2021 presentation is a multi-disciplinary artistic expression thematically informed by James Baldwin's essay *Stranger in the Village* from 1953. It stages a

series of performances, which crescendo in a demonstration of the themes of artistic provenance and ownership studied within the collection. [FW21]

### Provenance

The historical and cultural origin of a reference. The reality of artistic ownership. See: Myth vs. Reality: The Full Story. [FW21]

### 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 Fall-Winter 2021, shoes play on familiar codes and imbue them with new values, enhancing the classic and 'normal'. A sneaker becomes a dress shoe, the LV Trainer is interpreted in a crinkle effect, cowboy boots are drastically cropped, and a shoe morphs the properties of a sneaker and a hiking boot. [FW21]

### 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]

### Soundtrack, Fall-Winter 2021

For the Fall-Winter 2021 presentation, an original score created for the presentation by Asma Maroof painted a musical portrait of forbidden landscapes. Spoken words written and performed by Saul Williams interacted with harps before evolving into atmospheric strings. The soundscape crescendo'ed into jazz and sub bass crowned by a performance by yasiin bey. [FW21]

### Squaring

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

### Staple

A twisted piece of metal that holds two elements together. A term for the essential

garments and accessories in a wardrobe. [SS19]

### Stereotype

An individual or object that conforms to society's predetermined definition of that type of individual or object. [FW21]

### Stranger in the Village

A 1953 essay by James Baldwin which draws parallels between the author's experiences as an African-American man in the Swiss village of Leukerbad and his life in America. Its themes informed the Louis Vuitton Fall-Winter 2021 presentation. [FW21]

### 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

### T-shirt

An example of the un-designed, the t-shirt knows no artistic ownership or exact provenance.

Conceived from a Tourist point of necessity, functionality and community, it is forever reinterpreted and claimed by the sector of Purism. See: Tourist vs. Purist; Un-designed. [FW21]

### T-shirt, white

An 'un-designed' part of our collective wardrobe, the white t-shirt arguably resonates as belonging to one of three segments: a uniform of the arts milieus (in the tradition of Joseph Beuys), a staple of an everyday American milieu (workwear, the every-person, Hollywood), or the 'white tee' connected to the rap music culture of a particular era. See: Go fish. [FW21]

### 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]

### Tartan

A woollen cloth woven in check. Traced back to the Late Bronze Age in present-day Austria, tartan is associated with Scotland where it pre-dates the 16th century and was used as a uniform to distinguish to which clan an individual belonged. [FW21]

### 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]

### Tourist vs. Purist

A metaphor coined by Virgil Abloh, Tourist defines the curious outsider, who observes and aspires towards an esoteric domain of knowledge, while Purist defines the consecrated insider, who already inhabits it. [FW21]

### 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

### Un-designed

Virgil Abloh's term for articles of fashion, art or everyday life objects devoid of artistic ownership and definitive provenance. [FW21]

## Uniform

An unchanging state or phenomenon. Or: the distinct clothing worn by individuals, who – intentionally or unintentionally – belong or subscribe to a certain establishment or archetype. A manmade invention. [FW21]

## 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]

### Weiner, Lawrence

Born in 1942, Lawrence Weiner is an American contemporary artist key to the conceptual art movement of the 1960s, who created a series of aphorisms-as-patterns for the Louis Vuitton Fall-Winter 2021 Men’s Collection: “Somewhere somehow”, “You can always tell a book by its cover”, “Arriving at the same place at the same time”, “... & Then & Then ...” [FW21]

### 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]

### Zooomification

The three-dimensional technique

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

### Zoooom with friends

A motley crew of diverse characters conceived for the Spring-Summer 2021 collection as 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 Fall-Winter 2021

### Look 1

- Black woollen oversized tailored overcoat adorned with jewel buttons
- Black woollen single-breasted tailored suit
- Green and white striped cotton poplin classic shirt and matching tie black felt crushed fedora adorned with an anthracite mixed-stripe tie
- Silver Monogram PVC Briefcase Trunk
- Set of 3 golden rings
- Black cropped cowboy boots

### Look 2

- Stone heather-grey wool-pinstripe tailored single-breasted suit
- White cotton poplin classic shirt and matching tie
- Khaki felt crushed fedora adorned with an anthracite mixed-stripe tie, worn under a patchwork print jersey durag
- Cobalt blue vintage Monogram Keepall bag
- Black LV derbies

### Look 3

- Red Iridescent down ski jacket
- Black woollen tailored single-breasted suit

- White cotton poplin classic shirt with a black silk tie
- Black mini Épi Mini Ambassadeur
- Black LV derbies

### Look 4

- Navy and white woollen pinstripe padded vest
- Navy and white bi-stripe silk and cotton classic short-sleeve shirt and blue mixed-striped tie
- Indigo leather bootcut jeans
- Black lambskin elbow-length gloves
- White felt crushed Fedora adorned with a silk and cotton tie
- Lawrence Weiner "SOME PLACE AT THE SAME TIME" tufted red leather belt
- Silver column pendant earrings
- Louis Vuitton Newspaper printed leather document holder
- Black cropped cowboy boots

### Look 5

- Dark navy leather printed pinstripe tailored single-breasted suit
- Powder blue and white stripes silk cotton classic shirt and matching tie
- Silver paper plan tie-pin
- Turquoise leather chest-pocket card holder

yellow marker

- Monogram Ebene small coffee cup
- Black Millionaire sunglasses
- Louis Vuitton newspaper print leather document holder
- Black LV derbies

### Look 6

- Red leather tailored single-breasted coat
- Black woollen tailored single-breasted suit
- Blue degrade striped silk and cotton classic shirt and matching tie
- Black leather chest-pocket card holder and yellow highlighter
- Black sunglasses
- Black LV derbies
- Monogram Ebene bag adorned with stuffed leather puppets

### Look 7

- Black woollen tailored single-breasted suit adorned with jewel buttons
- White cotton poplin classic shirt and black silk and black tie
- Louis Vuitton printed football jersey
- Black felt crushed fedora adorned with a silk and cotton tie
- Laocoon marble clip earrings
- Black embossed Monogram bag with Lawrence Weiner "SOME PLACE AT THE SAME TIME" tufted yellow strap
- Silver and black LV Millennium runners

### Look 8

- Black woollen tailored tee-shirt
- Black woollen pleated wrap-skirt, worn over black cotton jersey leggings
- Black leather belt
- Black leather elbow-length gloves
- Black Millionaire sunglasses
- Black felt oversized Stetson adorned with a silk Monogram jacquard bandana
- Blue and pink tartan-check Mexican Tote
- Blue and yellow LV Sprint 2 sneakers worn with black logo cotton socks

### Look 9

- Anthracite pinstriped mink fur tailored single-breasted suit Red cotton poplin classic shirt and matching tie
- Fluorescent green highlighter-pen silver necklace
- Silver LV stud-earring
- Monogram foil printed recycled felt
- Mini Soft Trunk
- Red cropped cowboy boots

### Look 10

- Black woollen tailored single-breasted suit jacket with plane jewel buttons
- Black woollen wrap pleated skirt, worn over black cotton leggings
- Red and white striped silk-cotton classic shirt and matching tie
- Sheer white knitted crew-neck jumper

- with intarsia LV distorted on the back
- Red leather chest pocket card holder
- Green Monogram highlighter-pen necklace
- LV Onix clip earrings
- Black visor sunglasses
- Hammer tufted Monogram Ebene Trunk Tote
- Red cowboy boots

#### Look 11

- Red and black tartan-check oversized tailored single-breasted coat
- Black woollen padded vest
- Black woollen tailored bootcut trousers
- Powder blue and white silk cotton classic shirt and matching tie
- Yellow leather chest-pocket card holder
- Silver LV pin
- Laocoon marble Millionaire sunglasses
- Black cropped cowboy boots

#### Look 12

- White woollen tailored double-breasted suit jacket
- Red wool tartan-check pleated wrap-skirt, worn over purple cotton leggings
- Emerald green and white striped silk and cotton classic shirt and tie
- Purple and white cotton sweat arm-band
- Laocoon marble clip earrings
- Set of 2 Laocoon marble stone rings
- White visor sunglasses with black lenses
- Monogram Ebene Taïga

- carrier bag
- Emerald green trimmed white LV trainers, worn with white cotton jacquard sports socks

#### Look 13 - Omari

- Black and red wool-pinstripe padded vest with Iris flower appliqué Green and white striped classic short-sleeve shirt and matching tie
- Black and red wool-pinstripe tailored bootcut trousers
- "Tourist vs Purist" tufted black corduroy cap
- Golden Country buckle on black belt
- Black leather elbow-length gloves
- Louis Vuitton newspaper print leather document holder
- Black cropped cowboy boots

#### Look 14

- Black woollen tailored single-breasted coat
- Black and red wool-windowpane tailored single-breasted suit
- Red shirt and tie
- Red leather chest-pocket card holder
- Black visor sunglasses
- Hammer tufted Monogram Ebene Ambassadeur
- Black LV derbies

#### Look 15

- Black and red woollen pinstripe tailored double-breasted suit adorned with jewel buttons Navy and white striped silk and cotton classic shirt

- and matching tie
- Emerald green and white sweatband
- Black felt crushed fedora adorned with a black silk tie
- Louis Vuitton newspaper printed leather document holder
- Black LV derbies

#### Look 16

- Red woollen admiral commemorative jacket adorned with black chains
- Black woollen pleated cummerbund, worn over tailored flared trousers
- Black cotton poplin classic shirt and matching tie
- Black durag cap
- Set of 2 black stone rings
- Silver column earrings
- Black LV derbies

#### Look 17

- Transparent Monogram print PVC single-breasted suit worn over a black woollen tailored suit
- Black and white striped technical roll-neck jumper
- Black Monogram Trucker cap
- Yellow leather chest pocket card holder
- "Tourist vs Purist" tufted yellow vintage Monogram Easy Tote MM
- White transparent LV Trainers

#### Look 18

- Red and black tartan-check kimono puffer jacket adorned with a puffer flower appliqué

- Red and black tartan puffer wrap skirt, worn over black cotton leggings
- Black ENG GOAL printed tee-shirt
- Red and black tartan-check soft cap
- Black felt Stetson adorned with a black silk monogram bandana
- Silver Monogram PVC shopping trolley
- Black cowboy boots

#### Look 19

- Dark navy wool-pinstripe tailored double-breasted suit with jewel buttons
- White cotton poplin classic shirt and black silk tie
- Stone grey felt crushed fedora adorned with an anthracite mixed-stripe tie
- Silver paper plane tie-pin
- Yellow and black jacquard sweat arm-band
- White cropped cowboy boots

#### Look 20

- Black woollen tailored single-breasted coat with train adorned with jewel buttons
- Dark navy corduroy tailored single-breasted suit
- Purple and white striped classic shirt and matching tie
- Set of 2 golden cross stud earrings
- Turquoise and black sunglasses
- Black cowboy boots

Look 21	- Emerald green trimmed white LV trainers
- New York City skyline puffer jacket	
- Black wooden sport tailored panelled trousers	Look 24
- Black shirt	- Emerald green cotton trench coat with train
- Black LV Millennium sneakers	- Rust-orange woollen tailored single-breasted suit
	- White cotton poplin classic shirt and matching tie
	- Silver and stone Monogram flower tie-pin
	- Onix LV clip earrings
	- Camel and black Ambassadeur MM
	- White LV derbies
Look 22	Look 25
- White woollen tailored sporty single-breasted suit jacket adorned with jewel buttons	- Black woollen tailored single-breasted suit jacket adorned with an emerald green puffer flower
- Emerald green cotton poplin classic shirt and matching tie	- Black woollen padded vest
- Emerald green Monogram-embossed double-front jeans	- Emerald green and white cotton knitted classic shirt and matching tie
- Emerald green "Tourist vs Purist" enamel dog-tag necklace	- Workwear-washed pleated denim jeans
- White durag cap	- Black leather elbow-length gloves
- Black leather chest-pocket card holder and yellow Monogram highlighter marker	- Black visor sunglasses
- Yellow vintage Monogram Keepall bag with oversized plastic chain strap	- Hammer tufted over a Monogram Ebene Keepall bag with oversized plastic chain strap
- Emerald green LV Sprint 1 sneakers	- Black leather cowboy boots
Look 23	Look 26
- White boned-structured classic short-sleeve shirt	- Travertine marble wool-jacquard tailored single-breasted suit
- Emerald green woollen tailored bootcut trousers	- Travertine marble silk and cotton jacquard cotton classic shirt and matching tie
- LV stationary belt buckle on a Monogram Ebene belt	
- Monogram Ebene small coffee cup	
- Louis Vuitton newspaper print leather document holder	
- Black chest-pocket card holder	

- Golden visor shades with rust orange lenses	- Emerald green Monogram trucker hat
- Yellow chest-pocket card holder	- White leather driving gloves
- LV Motorcycle tie-pin	- White frame sunglasses
- White stone ring	- "Tourist vs Purist" Tati Tote XXL
- PVC Silver Monogram Frame	- Emerald green trimmed white LV trainers
- Purple trimmed white LV trainers	
Look 27	Look 30
- Emerald green and black wax cotton fish-tail parka with puppet straps	- Black woollen padded vest with plastic mesh flower appliqué
- Black cotton poplin classic shirt and matching tie	- Dark navy woollen pleated wrap-skirt and matching sporty tailored panelled trousers
- Black woollen classic tailored trousers	- White cotton poplin classic shirt and black silk tie
- Emerald green knitted baclava	- "Tourist vs Purist" tufted Monogram Ebene
- Emerald green "Tourist vs Purist" printed Keepall bag	- Neo PVD
- Emerald green trimmed white LV trainers	- Black cropped cowboy boots
Look 28	Look 31
- Indigo crocodilian leather trucker jacket	- White woollen tailored single-breasted coat with train
- Indigo leather bootcut jeans	- White blue sheer roll-neck jumper
- Blue degrade striped silk and cotton classic shirt and matching tie	- Emerald green and white striped silk cotton poplin classic shirt and tie
- Silver column pendant earrings	- White woollen tailored flared trousers
- Measuring tape leather belt	- White felt Stetson adorned with a silk bandana, worn over a white jersey durag
- White visor sunglasses	- Silver column pendant earrings
- White Monogram Ambassadeur PM	- Emerald green vintage Monogram Keepall bag with oversized chain-strap
- White cropped cowboy boots	- Emerald green trimmed white LV trainers
Look 29	
- Emerald green faux-knit mink crew-neck jumper	
- White cotton classic poplin shirt	
- Workwear-washed pleated denim jeans	

### Look 32

- Emerald green ribbed shearling cardigan
- Navy double-stripes silk cotton classic shirt and matching tie
- Emerald green tailored flared trousers
- "Tourist vs Purist" tufted dark navy corduroy cap
- Silver Monogram flower pendant earrings
- "Tourist vs Purist" tufted Monogram Ebene Keepall bag
- B/W emerald green LV Millennium hiker sneakers

### Look 33

- Fluorescent green and purple Monogram plastic-jacquard mesh military parka
- Fluorescent Monogram check pleated wrap-skirt, worn over white cotton leggings
- Fluorescent mixed-check Monogram silk classic shirt
- Multi-colour cotton wax-printed cap adorned with an emerald green bandana, worn over a hammer Monogram Ebene printed jersey durag
- Cobalt blue vintage Monogram Tati Tote XL
- Black and white and green LV Millennium hiker sneakers, worn with white cotton jacquard sport socks

### Look 34

- Emerald green tailored single-breasted suit jacket adorned with jewel buttons
- Black wooden tailored bootcut trousers
- Anthracite mixed-stripe

cotton and silk classic shirt and matching tie

- Emerald green "Tourist vs Purist" dog-tag necklace
- Golden paper planes stud earrings
- Purple Visor sunglasses
- Yellow vintage Monogram Tati Tote XXL Black Cropped cowboy boots

### Look 35

- Louis Vuitton printed leather padded motorcycle set
- White felt stetson adorned with a white silk scarf, worn over a white jersey durag
- Hammer pendant earrings
- White sunglasses with iridescent lenses
- White leather driving gloves
- Emerald green cowboy boots

### Look 36

- Double-layer organza and recycled felt tailored single-breasted suit
- Emerald green sheer roll-neck jumper with distorted LV instarsia on the back
- Silver "Tourist vs Purist" dog-tag necklace
- Black framed visor sunglasses with yellow lenses
- Fluorescent orange and white Épi Keepall bag
- Transparent PVC cropped cowboy boots

### Look 37

- Green and purple college tartan-check plastic mesh military parka
- White woollen tailored flared trousers
- White cotton classic shirt
- White drag cap
- Set of 2 amber mood-rings
- White Monogram Steamer Tote
- Red trimmed white LV trainers

### Look 38

- Paris skyline puffer jacket
- White woollen tailored bootcut trousers
- White cotton poplin classic shirt
- Silver and stone Monogram flower pendant earrings
- White LV derbies

### Look 39

- Emerald green and white wool and leather Letterman jacket
- Workwear-washed pleated denim jeans
- Black cotton poplin classic shirt and matching tie
- White crocheted leather driving gloves
- Black cotton durag cap
- Set of 2 cross and paper-plane stud earrings
- Black visor sunglasses with yellow lenses
- Cobalt vintage Monogram Little bag, worn with a beaded strap
- Emerald green trimmed white LV trainers

### Look 40

- Hand-knitted Planes crew-neck jumper
- Anthracite mixed-stripe silk cotton classic shirt and matching tie
- Vintage-wash bootcut jeans
- Golden Country belt buckle on tan belt
- Set of 2 black stone rings
- Black visor sunglasses
- Black felt Stetson adorned with a black Monogram jacquard, worn over a black jersey durag
- Hammer tufted Monogram Ebene Christopher backpack
- Fango suede cropped cowboy boots

### Look 41

- Monogram foil printed recycled felt tailored single-breasted suit
- Monogram foil printed recycled felt mid-layer
- Powder blue and white cotton classic shirt and matching tie Black cropped cowboy boots
- Monogram foil printed recycled Tati Tote XXL

### Look 42

- Monogram foil printed recycled felt tailored single-breasted overcoat
- Purple cotton jersey tailored single-breasted suit adorned with jewel buttons
- Powder blue and white stripes silk cotton classic shirt and matching tie
- Recycled felt crushed fedora
- Monogram foil printed

- recycled felt Keepall bag
- LV Millennium sneakers

- White LV Millennium sneakers

#### Look 43

- Two-tone of heather-grey sports tailored suit adorned with jewel buttons
- Anthracite mixed-stripe silk and cotton classic shirt and matching tie
- Fluorescent green monogram highlight-marker silvered necklace
- Recycled felt tailored crushed fedora
- Louis Vuitton newspaper printed leather document holder
- Black cropped cowboy boots

#### Look 46

- Rust orange double-face wool peignoir
- Emerald green and white cotton classic shirt and matching tie
- Anthracite silk pyjama trousers
- Black Monogram trucker cap
- LV Motorcycle plastic pin
- Set of 2 white pave rings
- Monogram Ebene small coffee cup
- Neuf2 newspaper printed leather document holder
- Emerald green trimmed white LV sneakers

#### Look 44

- Sky blue sheer roll-neck jumper with END GOAL
- Purple and white striped silk cotton classic shirt and matching tie
- Stone heather-grey pleated wrap skirt, worn over matching tailored flared trousers
- Stone grey felt crushed fedora adorned with an anthracite and natural tan crocodile Keepall bag
- White LV derbies

#### Look 47

- Yellow and purple college tartan printed puffer kimono jacket
- Green and purple college tartan printed puffer wrap-skirt worn over white cotton leggings Multicolour and white mixed-stripes cotton classic shirt and matching tie
- Violet "PURPLE STATE" cotton cap
- Purple trimmed white LV sneakers, worn with white jacquard cotton sport socks

#### Look 45

- Silver Monogram PVC raincoat
- White woollen tailored panelled sporty trousers
- White cotton poplin classic shirt and matching tie
- Silver Monogram PVC cap
- Silver crocodile leather Sac Plat Messenger

#### Look 48

- Workwear-washed denim tailored coat with train adorned with jewel buttons
- Workwear-washed pleated denim jeans
- White felt crushed fedora adorned with a blue and

- white striped silk tie
- white durag
- White frame visor sunglasses with dark lenses
- White and fluorescent green Ambassadeur PM
- White cropped cowboy boots

#### Look 49

- Camel shearling peacoat adorned with a plastic flower appliqué
- Emerald green and white striped silk-cotton classic shirt and matching tie
- Vintage-wash bootcut jeans
- White felt crushed fedora
- Multi-colour tartan plastic mesh Mexican Tote MM with plastic mesh bag-charm
- Emerald green
- LV Sprint 1 runners

#### Look 50

- Natural Fox fur overcoat
- Rust-orange woollen tailored double-breasted suit
- Emerald green and white striped silk cotton classic shirt and matching tie
- Golden shades with purple lenses
- Kaki crushed fedora adorned with anthracite mixed-stripe tie
- Monogram Ebene Plane bag
- Desert brown LV Millennium hiker sneakers

#### Look 51

- Camel shaved fur mink tailored coat with train adorned with jewel buttons
- Camel merinos roll-neck jumper
- Coffee brown tailored flared

- trousers
- Patchwork print silk twill diamond scarf
- Fluorescent green highlighter pen
- silver necklace
- Onyx marble square sunglasses
- Natural tan crocodile Keepall PM bag
- Brown oversized Stetson felt hat adorned with a brown bandana
- Desert brown LV Millennium hikers

#### Look 52

- Camel ribbed shearling cardigan
- Rust-orange woollen tailored flared trousers
- Multi-colour mixed-stripes silk and cotton classic shirt and tie
- Onyx visor sunglasses
- Onyx flower clip earrings
- Set of 2 onyx stone rings
- Fango suede cropped cowboy boots
- Hammer tufted Monogram Ebene Neo PVD

#### Look 53

- Sand beige cotton trench coat with train adorned with an iris flower appliqué
- Emerald green and white stripe silk cotton classic shirt and matching tie
- Black woollen tailored bootcut trousers
- Black visor sunglasses
- Monogram Ebene art-portfolio case
- Black cropped cowboy boots

#### Look 54

- Lacoon marble fur-intarsia hooded coat
- Rust orange tailored hoodie with puppet straps
- Rust orange tailored bootcut trousers
- Purple merinos roll-neck jumper
- Onix marble visor sunglasses
- Silver Monogram PVC briefcase
- White cropped cowboy boots

#### Look 55

- Laocoon marble jacquard tailored single-breasted suit
- Laocoon marble jacquard classic shirt and matching tie
- Onyx Monogram flower stud-earring
- Black leather chest-pocket card holder and yellow Monogram highlighter-pen
- Black visor sunglasses with yellow lenses
- Paper tote MM
- White LV Millennium sneakers

#### Look 56

- Rust-orange Monogram-embossed work jacket and double-front jeans Sky blue sheer roll-neck jumper
- Navy Monogram Easy Tote with "SOMEWHERE SOMEHOW" tufted strap Black and copper LV Millennium sneakers

#### Look 57

- Bone white double-face wool peignoir
- Navy and white bi-striped cotton classic shirt and matching tie
- Rust-orange woollen tailored classic trousers
- Onix visor sunglasses
- Monogram Ebene medium coffee cup
- Holes tufted Monogram Ebene art frame
- Emerald green trimmed white LV trainers

#### Look 58

- Camel and emerald green woollen windowpane tailored coat with train
- Camel and emerald green wooden windowpane tailored suit
- Blue and white degrade striped classic shirt and matching tie
- Emerald green faux-knit mink oversized scarf
- Stone grey felt crushed fedora adorned with a grey mixed-stripes tie
- Lawrence Weiner "SOMEWHERE SOMEHOW" cobalt blue document holder
- Fango suede cropped cowboy boots

#### Look 59

- Onyx jacquard tailored single-breasted coat
- Laocoon jacquard silk classic shirt and matching tie
- Onyx wool-blend jacquard tailored double-breasted suit

- Yellow chest-pocket card holder
- Onix visor sunglasses
- Yellow vintage Monogram potato bag
- Rust orange and black LV Millennium runners

#### Look 60

- Monogram plates embroidered onto a brown wool roll-neck jumper
- Coffee bean tailored bootcut trousers
- Onyx Monogram flower stud-earring
- Set of 2 Onyx stone rings
- Golden Country buckle tan belt
- White cropped cowboy boots

#### Look 61

- Multi-colour checked blanket draped over a grey tufted hoodie
- Workwear-washed pleated denim jean tufted
- White cotton durag cap
- Golden Nature belt buckle over a tan leather belt
- Emerald green trimmed white LV trainers

#### Look 62

- Power blue and white stripe bone-structured short-sleeve shirt and matching tie
- Black woollen tailoring bootcut trousers
- Yellow leather chest-pocket card holder
- Monogram Ebene eraser silver necklace
- Laocoon stone Monogram flower clip earrings

- Golden Country buckle tan belt
- Monogram Ebene small coffee cup
- Holes tufted Monogram Ebene art-frame
- Black LV Millennium sneakers

#### Look 63

- Green and yellow College tartan-check tailored single-breasted suit
- Green and yellow College tartan-check wool blanket
- Green and yellow College tartan-check classic shirt and matching tie
- Black felt crushed fedora adorned with a red tartan-check silk tie
- Golden Country buckle tan belt
- Hammer tufted Monogram Ebene document holder
- Black cropped cowboy boots

#### Look 64

- Purple and green college tartan-check tailored single-breasted suit jacket
- Black woollen padded vest
- Mixed-check woollen pleated wrap-skirt, worn over black cotton leggings
- Red cotton poplin classic shirt and matching tie
- Black felt Stetson hat adorned with a black Monogram jacquard silk bandana
- Black visor sunglasses
- Red Monogram Easy Tote with Lawrence Weiner "SOMEWHERE SOMEHOW" tufted white strap
- Red cowboy boots

#### Look 65

- White woollen tailored double-breasted suit
- B/W multi-check wool-jacquard blanket
- White cotton poplin classic shirt and matching tie
- Silver paper plane pin
- Black visor sunglasses
- Black Monogram embossed Ambassadeur PM White and transparent PVC cropped cowboy boots

#### Look 66

- Black and white taped fishing parka
- White cotton classic shirt and black silk tie
- Black woollen tailored flared trousers
- Black woollen pleated cummerbund
- "Purple state" tufted trucker hat
- "Tourist vs Purist" tufted on Monogram Ebene Tati Tote XXL
- White and transparent PVC cropped cowboy boots

#### Look 67 - Ottawa

- Navy wax-print cotton tailored hoodie with puppet adorned strap
- Navy wax-print cotton tailored pleated wrap-skirt worn over matching tailored flared trousers
- White cotton poplin classics shirt and matching tie
- Natural tan crocodilian leather hard-case
- Blue and pink LV Sprint 2 runners

#### Look 68

- Navy Pyramid wax-print cotton tailored single-breasted suit
- Navy Pyramid wax-print silk and cotton classic shirt and tie Hammer tufted Monogram Ebene Litter bag
- Red cropped cowboy boots

#### Look 69

- Purple silk striped evening robe, worn over a matching pyjama set
- Powder blue and white mixed-stripe silk cotton classic shirt and matching tie
- Stone Monogram flower clip-earring
- Black frame sunglasses with yellow lenses
- Louis Vuitton newspaper printed leather document holder
- Gradient pink LV Millennium sneakers

#### Look 70

- Dark navy cotton corduroy overcoat with train adorned with jewel buttons
- Dark navy and white wool-pinstripe padded vest
- Anthracite mixed-stripe silk cotton shirt and matching tie
- Black wool tailored flared trousers
- White felt Stetson adorned with a white silk bandana, worn over a jersey durag
- White round sunglasses with iridescent lenses
- Golden cross stud-earrings

- Black and blue Taïga Keepall bag
- Black LV cowboy boots

Louis Vuitton Men's collection  
by Virgil Abloh Fall-Winter 2021

Map key  
□ = Model's place of birth  
x = Model's parents place of birth







*Louis Vuitton* **Fall-Winter 2021**  
Men's *collection*

Thursday 21<sup>st</sup> *January* 2021

Tennis *Club* de Paris  
84, avenue *Georges* Lafont  
*Paris* **16**<sup>ème</sup>