

## Банки, авто, IT



## Продукты питания, косметика



## Одежда, обувь



## Техника



# LOUIS VUITTON

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LV



# LOUIS VUITTON

- The Louis Vuitton company seeks to cultivate a celebrity following and has used famous models, musicians, and actors such as Jennifer Lopez The Louis Vuitton company seeks to cultivate a celebrity following and has used famous models, musicians, and actors such as Jennifer Lopez, Keith Richards The Louis Vuitton company seeks to cultivate a celebrity following and has used famous models, musicians, and actors such as Jennifer Lopez, Keith Richards, Madonna The Louis Vuitton company seeks to cultivate a celebrity following and has used famous models, musicians, and actors



# LOUIS VUITTON

- *is a fashion house and luxury retail company founded in 1854 by Louis Vuitton. The label's LV monogram appears on most of its products, such as:*



41-19698





# LOUIS VUITTON

- In 1858, Vuitton introduced his flat-bottom trunks with trianon canvas, making them lightweight and airtight. Before the introduction of Vuitton's trunks, rounded-top trunks were used, generally to promote water run off, and thus could not be stacked. It was Vuitton's gray Trianon canvas flat trunk that allowed the ability to stack with ease for voyages. Many other luggage makers imitated LV's style and design.



# LOUIS VUITTON

- Louis Vuitton began to incorporate leather into most of its products, which ranged from small purses and wallets to larger pieces of luggage. In order to broaden its line, the company revamped its signature Monogram Canvas in 1959 to make it more supple, allowing it to be used for purses, bags, and wallets.
- A year later, the label opened its first stores in Japan: in Tokyo and Osaka. A year later, the label opened its first stores in Japan: in Tokyo and Osaka. In 1983, the company joined with America's Cup. A year later, the label opened its first stores in Japan: in Tokyo and Osaka. In 1983, the company joined with America's Cup to form the Louis Vuitton Cup. Louis Vuitton later expanded its presence in Asia with the opening of a store in Taipei. Louis Vuitton later expanded

# LV

- The Louis Vuitton brand and the LV monogram are among the world's most valuable brands.
- Louis Vuitton is the world's 19th most valuable brand, right after Gillette and before Wells Fargo.
- The brand itself is estimated to be worth over US\$19 billion<sup>1</sup>. For six consecutive years, Louis Vuitton was number one of the ten most powerful brands list published by the Millward Brown Optimor's 2011 BrandZ study with value of \$24 billion. It was more than double the value of the second ranking brand.

THANK YOU FOR  
ATTENTION!!!!!!!!!!