

LOUIS VUITTON



Yayoi Kusama

# BRAND IDENTITY PRISM

## PHYSIQUE

- Iconic monogram canvas and Damier pattern
- High-quality leather goods and trunks
- Sleek, gold-toned hardware accents

## PERSONALITY

- Elegant and sophisticated
- Adventurous and innovative
- Timeless luxury with modern relevance

## REFLECTION

- Affluent, stylish individuals
- Global elite with a passion for luxury
- Aspirational consumers seeking exclusivity

## CULTURE

- Rooted in French artisanal craftsmanship
- Heritage of travel and exploration
- Commitment to exclusivity and luxury

## SELF-IMAGE

- A sense of status and accomplishment
- Confidence in refined and timeless taste
- Belonging to a prestigious, global community

## RELATIONSHIP

- Status-driven luxury lifestyle
- A personal connection with elegance and prestige
- Loyalty through high-quality and limited-edition products



# BRAND PHILOSOPHY

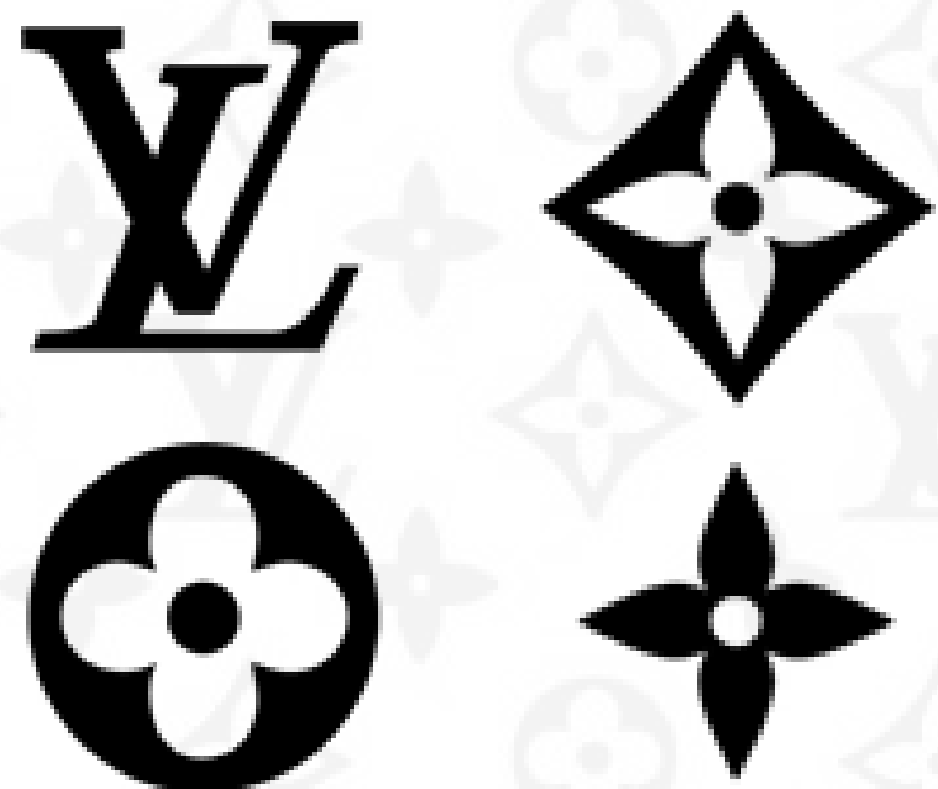
The brand centers on luxury, craftsmanship, and innovation. With a heritage rooted in travel and exploration, the brand seeks to blend timeless elegance with contemporary artistry. By prioritizing quality materials and meticulous craftsmanship, LV aims to create products that not only symbolize status but also foster a deep emotional connection with consumers.



# TARGET AUDIENCE

Age- 25 to 50 yrs  
Gender- Unisex  
Class- Upper Middle Class to Upper Class  
Location: Global

# LV MONOGRAM SET



# EXISTING PACKAGING





## THE THREE-TIER PACKAGING



GIFT BAG



GIFT BOX



DUST BAG



- This **distinctive colour** has been specially selected to create a new visual signature.
- The **thicker paper and cotton ribbon** handles allow for greater resilience during transport.
- The new formats are easily folded and **slipped into** a suitcase or travel bag.
- Raw cotton and flat-pack boxes are part of a **greater focus on sustainability** on behalf of the House.



**PHASE 1 IDEATIONS**

The image displays various hand-drawn sketches of packaging concepts. The top section, titled 'Compact packaging', shows several rectangular boxes in different configurations: some are closed with straps, some are open to reveal internal compartments, and others are shown in a collapsed or nested state. A red arrow points from one box design to another. The bottom section, titled 'Enhance unboxing experience', features more complex and interactive designs. It includes a box with a magnetic closure, a box that transforms into a stand, a box with a built-in frame for a bag, and a box that opens to reveal a bag with a box inside. Handwritten labels with arrows point to specific features: 'hard cardboard', 'magnetic closure', 'the bag sits inside the frame', 'acts as a stand', 'bag with box', and 'bag inside'. The sketches are drawn in a simple, illustrative style using black lines on a white background.

**Compact packaging**

**Enhance unboxing experience**

**Layers but one piece**

*hard cardboard*

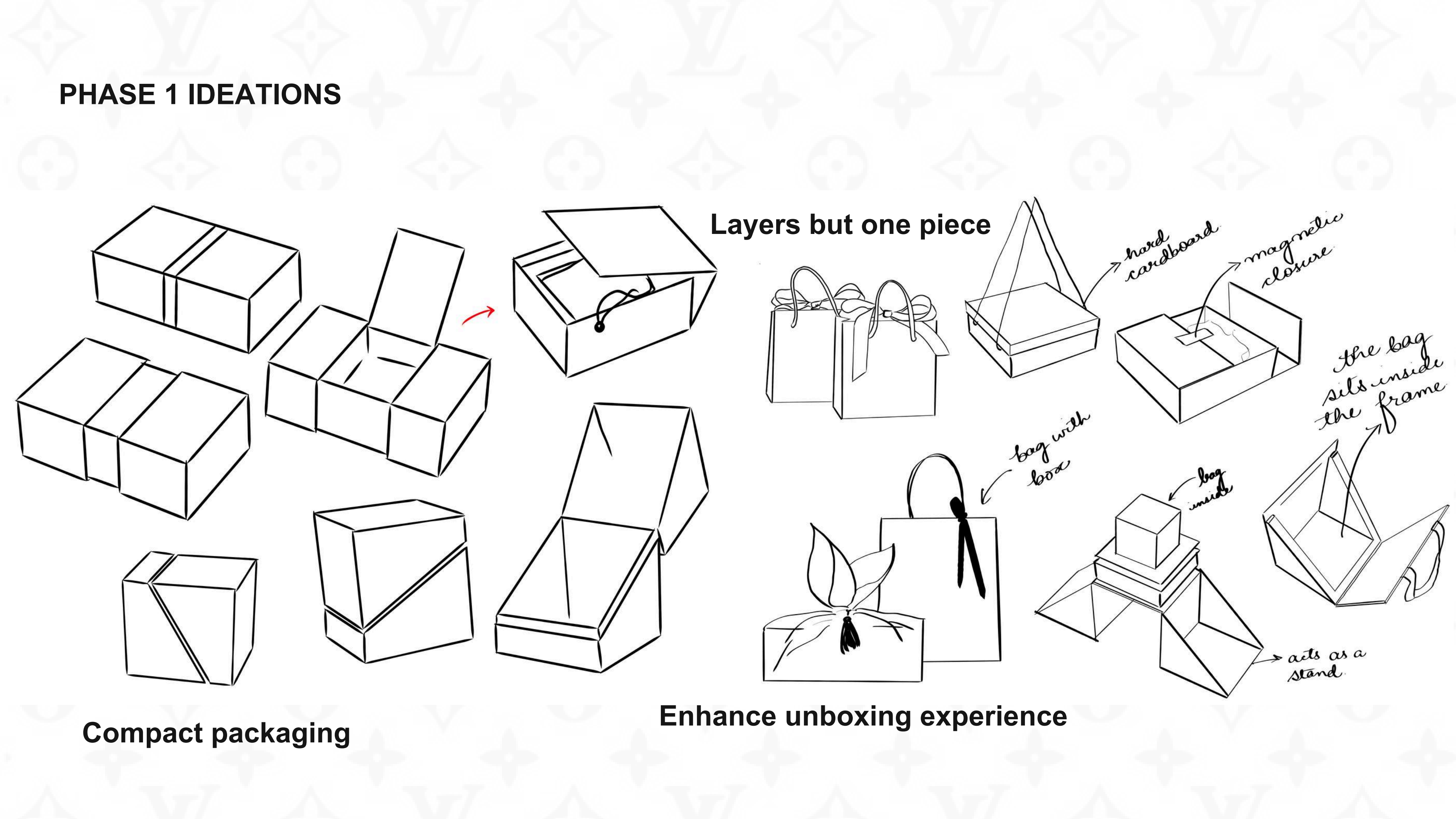
*magnetic closure*

*the bag sits inside the frame*

*acts as a stand*

*bag with box*

*bag inside*



**PHASE 1 IDEATIONS**

The image displays various hand-drawn sketches of packaging concepts. The top section, titled 'Compact packaging', shows several rectangular boxes in different configurations: some are closed with straps, some are open to show internal compartments, and others are stacked or nested. A red arrow points from one box to another. The bottom section, titled 'Enhance unboxing experience', features more complex designs. It includes a box with a magnetic closure, a box with a hard cardboard insert, a box with a bag inside, a box with a bag and box, a box with a bag inside, and a box that acts as a stand. Handwritten labels with arrows point to these features: 'hard cardboard', 'magnetic closure', 'the bag sits inside the frame', 'acts as a stand', 'bag with box', and 'bag inside'. The sketches are drawn in a simple, illustrative style using black lines on a white background.

**Compact packaging**

**Enhance unboxing experience**

**Layers but one piece**

*hard cardboard*

*magnetic closure*

*the bag sits inside the frame*

*acts as a stand*

*bag with box*

*bag inside*

**PHASE 1 IDEATIONS**

The image displays various hand-drawn sketches of packaging concepts. The left section, titled 'Compact packaging', shows several rectangular boxes in different configurations: some are closed with straps, some are open to show internal compartments, and others are stacked or nested. A red arrow points from one box design to another. The right section, titled 'Enhance unboxing experience', features more complex designs. It includes a box with a 'magnetic closure', a box with a 'hard cardboard' insert, a box with a 'bag with box' inside, a box with a 'bag inside', and a box that 'acts as a stand'. A central sketch shows a box with a 'bag with box' inside, and another sketch shows a box with a 'bag inside'.

**Compact packaging**

**Enhance unboxing experience**

Layers but one piece

hard cardboard

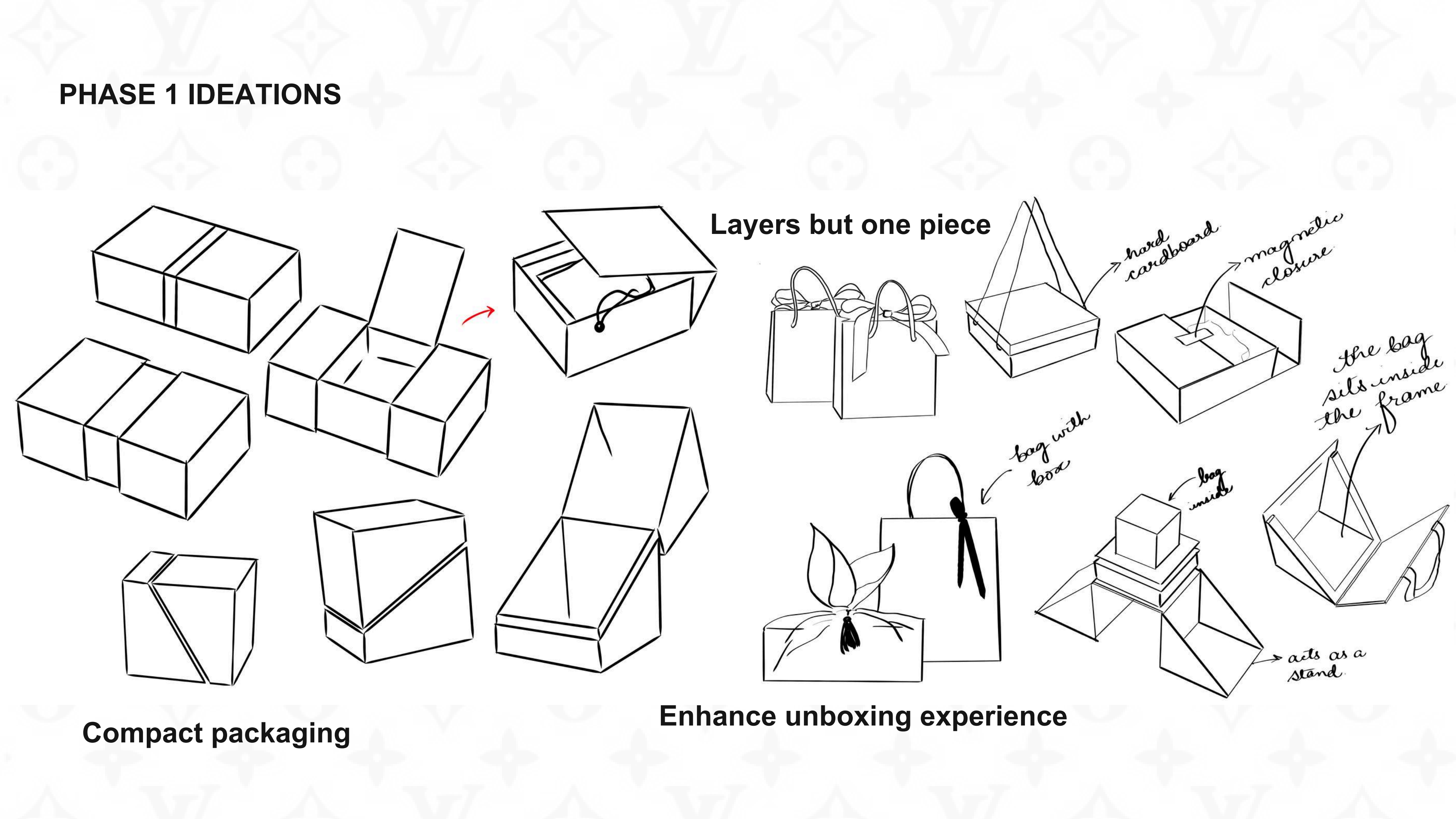
magnetic closure

the bag sits inside the frame

bag with box

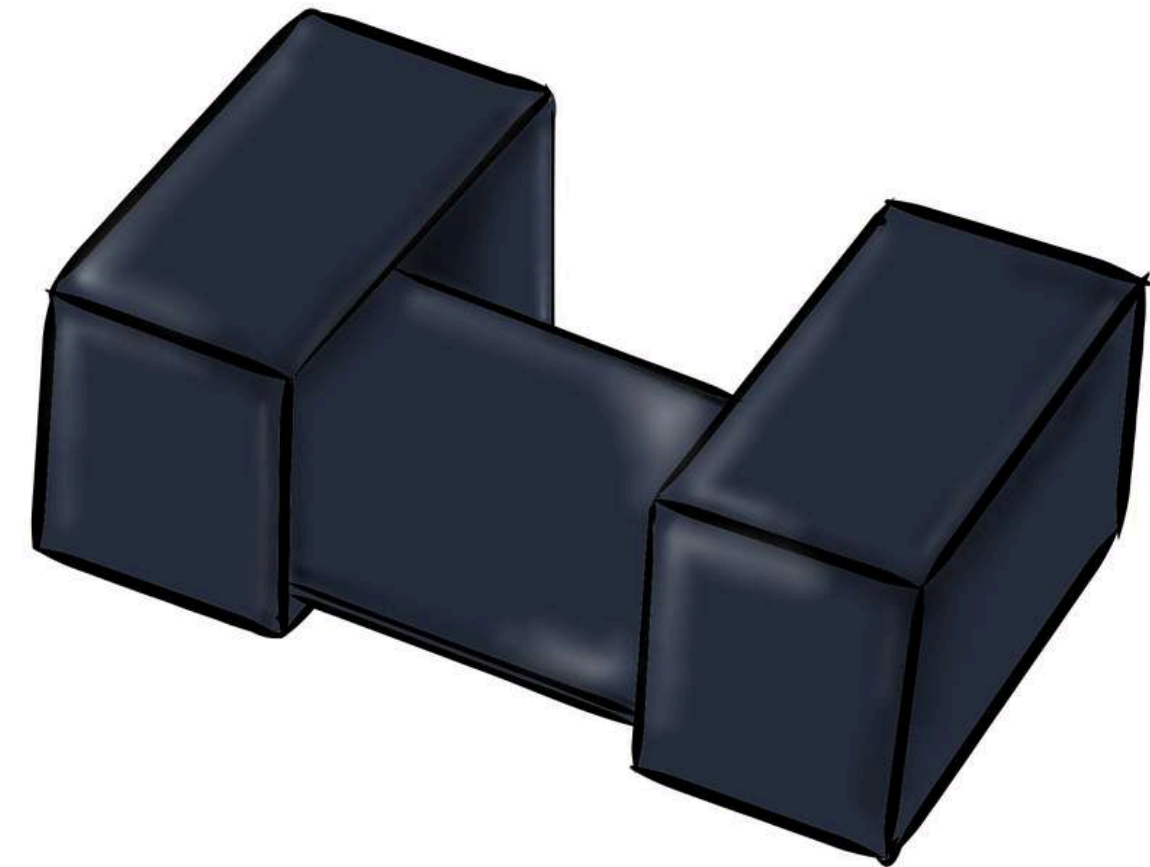
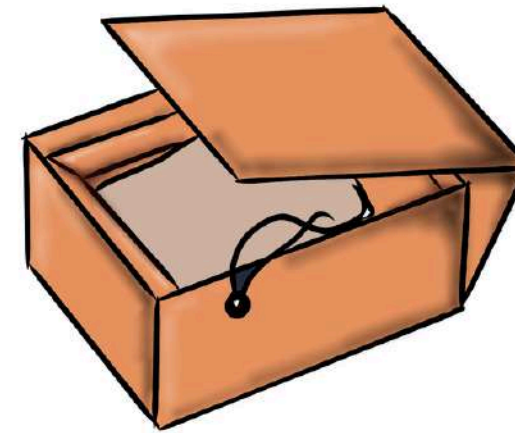
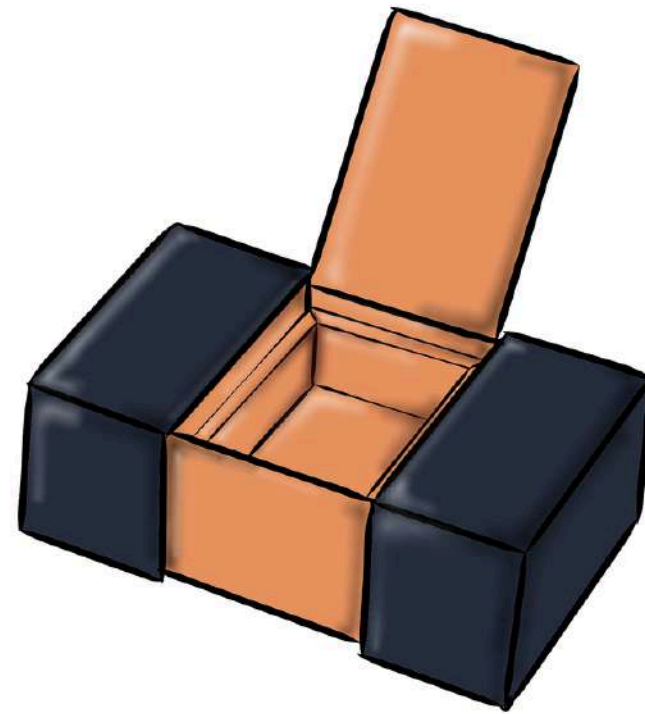
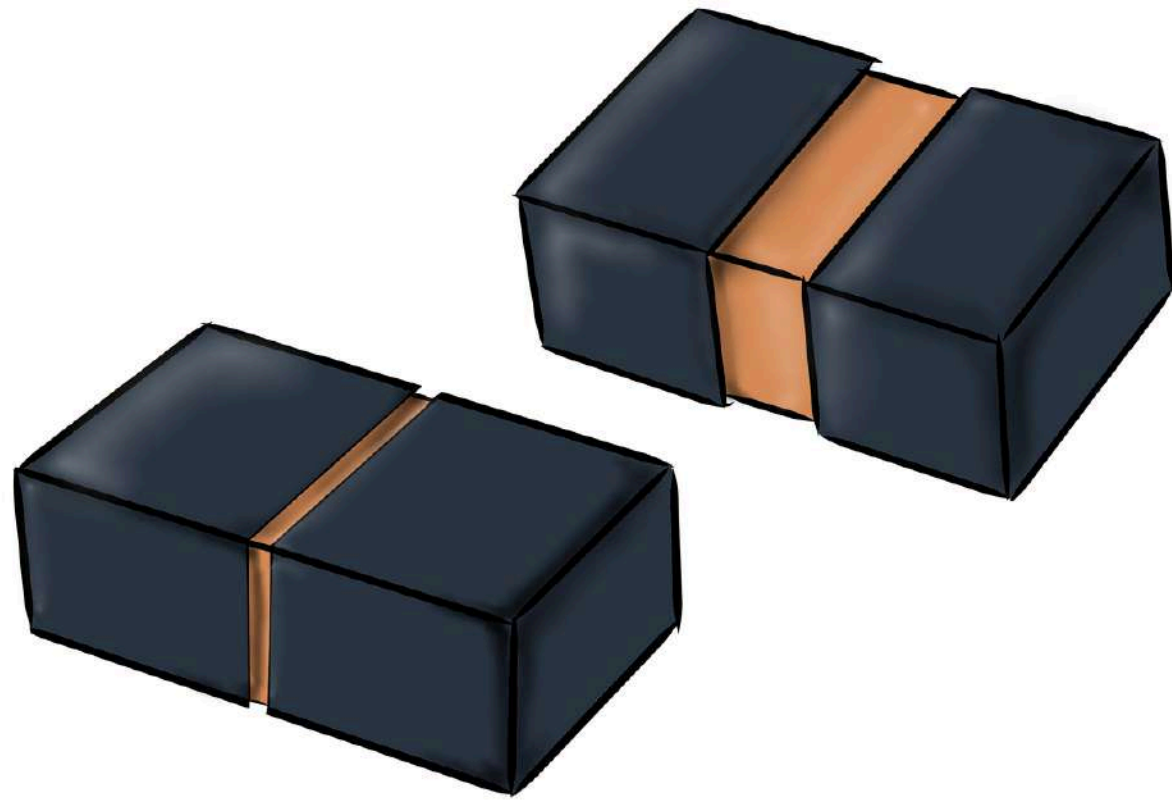
bag inside

acts as a stand

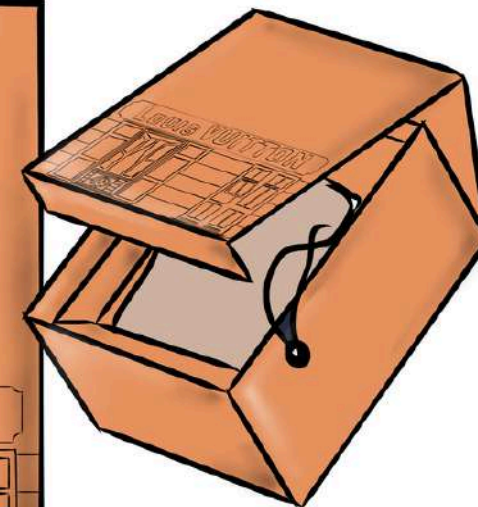
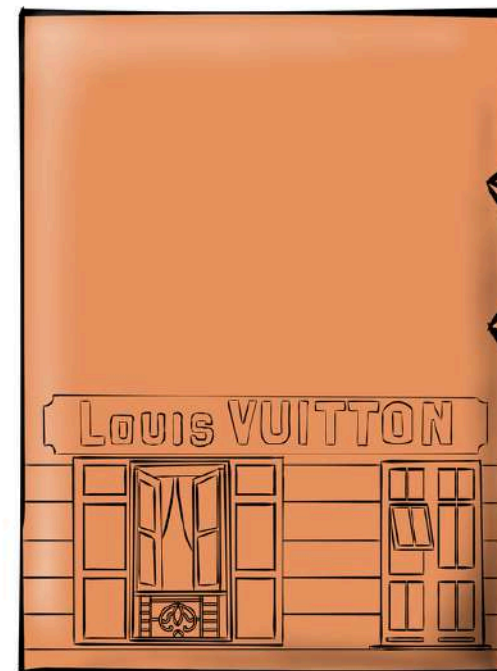
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## PHASE 1 IDEATIONS

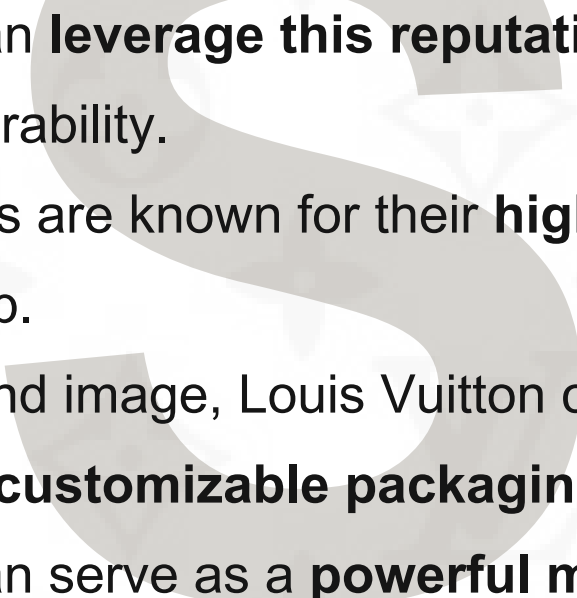
BUT WHAT **NEW** CAN BE DONE?

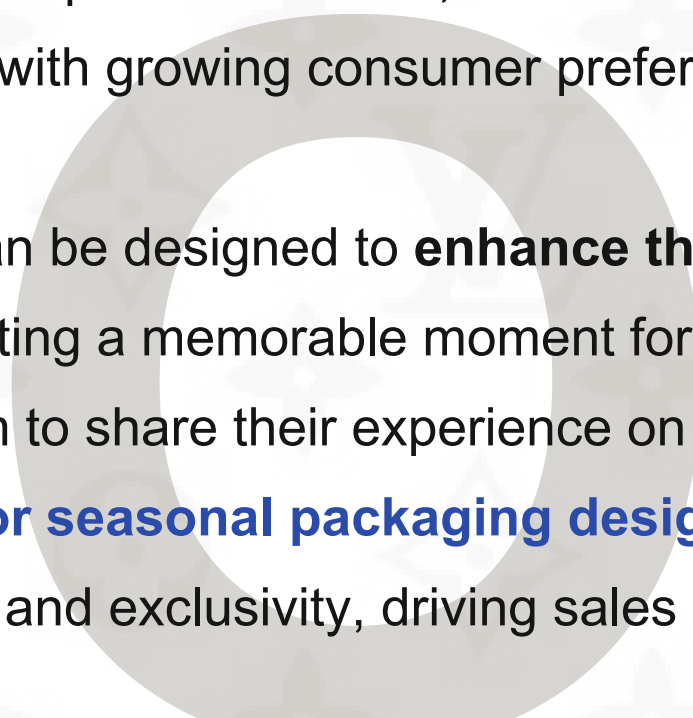


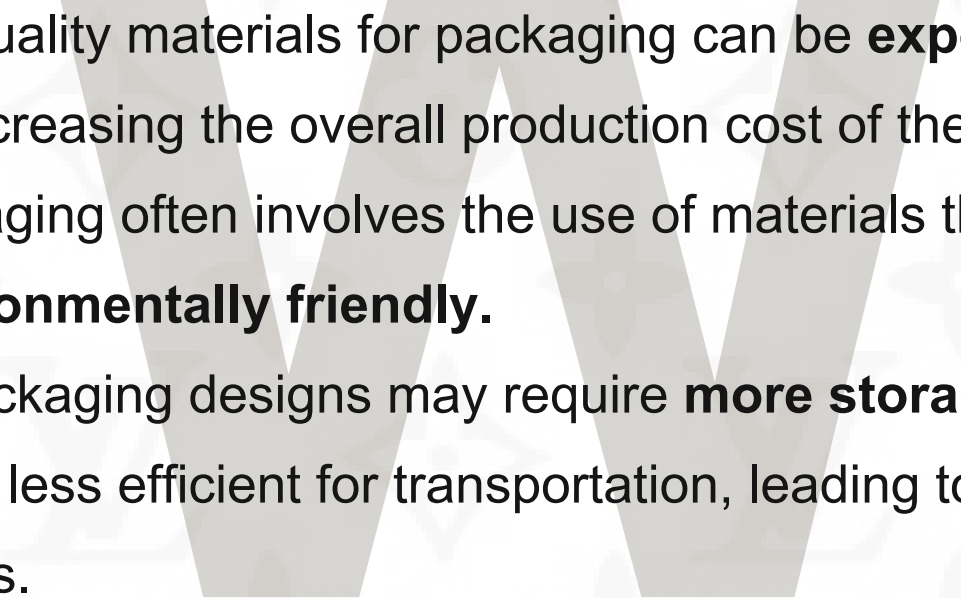
Louis VUITTON

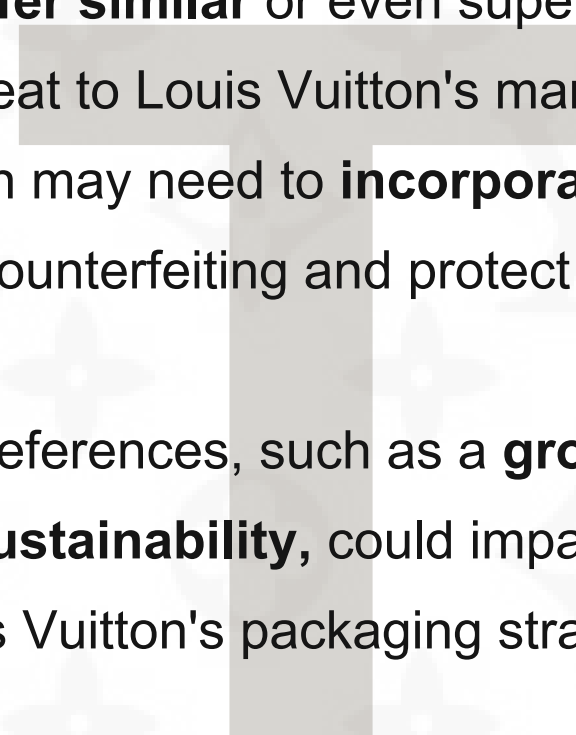




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- The packaging can **leverage this reputation** to create a sense of luxury and desirability.
  - Louis Vuitton bags are known for their **high-quality materials** and craftsmanship.
  - With a strong brand image, Louis Vuitton can offer **personalized or customizable packaging** option.
  - The packaging can serve as a **powerful marketing tool**.
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- Louis Vuitton can explore innovative, **sustainable** packaging solutions to align with growing consumer preferences for eco-friendly products.
  - The packaging can be designed to **enhance the unboxing experience**, creating a memorable moment for customers and encouraging them to share their experience on social media.
  - **Limited edition or seasonal packaging designs** can create a sense of urgency and exclusivity, driving sales and attracting collectors.

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- Using high-quality materials for packaging can be **expensive**, potentially increasing the overall production cost of the bags.
  - Luxury packaging often involves the use of materials that may **not be environmentally friendly**.
  - Elaborate packaging designs may require **more storage space** and could be less efficient for transportation, leading to higher logistics costs.
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- **Competitors may offer similar** or even superior packaging designs, posing a threat to Louis Vuitton's market share.
  - The packaging design may need to **incorporate security features** to prevent counterfeiting and protect the brand's integrity.
  - Shifts in consumer preferences, such as a **growing demand for minimalism or sustainability**, could impact the effectiveness of Louis Vuitton's packaging strategy if not addressed promptly.



## LOUIS VUITTON x YAYOI KUSAMA

In 2023, for the second time Yayoi Kusama has made Louis Vuitton's beloved creations the canvas for her art. In 2012, she refashioned the Louis Vuitton trunk with her signature spots, laying the foundation for this burgeoning relationship. "During my last project, I received a great response from people all over the world. In this one too, I would like to share my artistic philosophy and thoughts with everyone," says Kusama. This time around, she returns to the heritage brand's ateliers to transform an entire range of items—from a line for womenswear and menswear to accessories and more.





## CONCEPT

The packaging for the **Louis Vuitton x Yayoi Kusama** collection has been meticulously designed to reflect the unique fusion of **high fashion** and **contemporary art**. Kusama's signature **polka dots**, a symbol of her boundless creativity and innovative vision, adorn the packaging, capturing the essence of her artistry. This design not only **enhances the unboxing experience** but also pays homage to the collaboration's avant-garde spirit, creating a visually striking and memorable presentation that resonates with collectors and connoisseurs alike.

## FINAL IDEA





SPECIFICATIONS

SIZE CHART

L	B	H
10"	6.5"	4"
19"	9"	6"
33"	17"	14"

MATERIAL



Flannel Cotton for  
Dust Bag



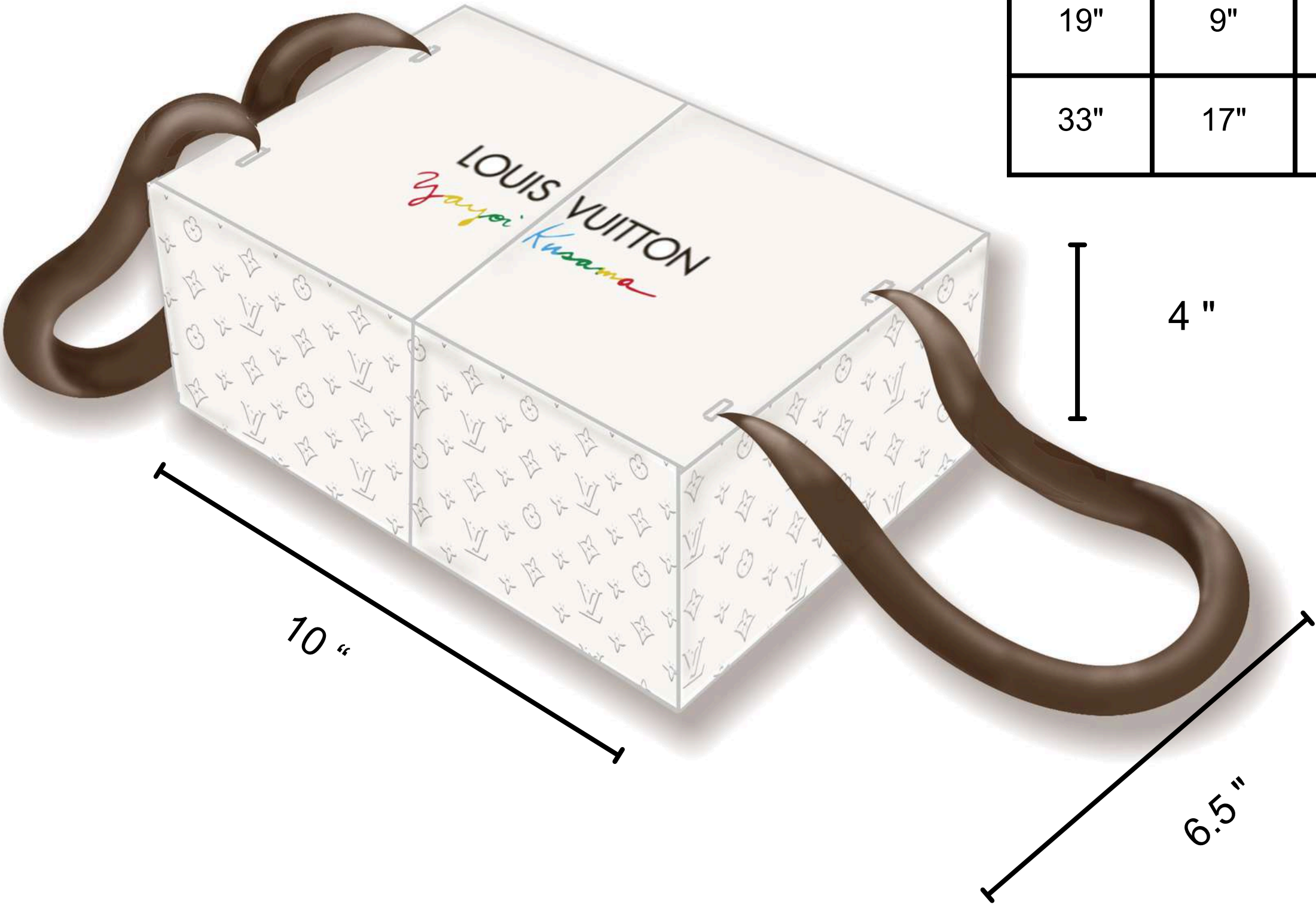
Cotton Ribbon  
Handle



Paperboard 4mm  
(Exterior)



Debossing on the  
surface



PROTOTYPE



LOUIS VUITTON

*Yayoi Kusama*



LOUIS VUITTON

X

Yayoi Kusama



