



Louis Vuitton: The Birth of Modern Luxury

Updated Edition

Paul-Gerard Pasols, Pierre Leonforte

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When *Louis Vuitton: The Birth of Modern Luxury* was published in 2004, the book was the first to describe the dramatic rise of the world's finest luxury company. Written with full access to the company's archives, it demonstrates Louis Vuitton's passion for fine design with a stunning array of archival art, product designs, and cutting-edge advertising. The company is examined through the lives of its first three leaders—founder Louis (who invented the modern trunk), his son Georges, and his grandson Gaston.

Now with fresh information on subjects such as designs for ready-to-wear clothing, shoes, jewelry, and even automobiles, this new edition includes 20 additional pages and updated material throughout the book, covering the brand's recent history, with new texts and photographs.

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