

MEDIA/PUBLISHING

Louis Vuitton, Assouline honor Virgil Abloh with posthumous book debut

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Fashion writer and British Vogue critic Anders Christian Madsen has authored Louis Vuitton's latest literary piece. Image courtesy of Louis Vuitton

By LUXURY DAILY NEWS SERVICE

French fashion house Louis Vuitton is releasing a commemorative coffee table read in honor of its late fashion great.

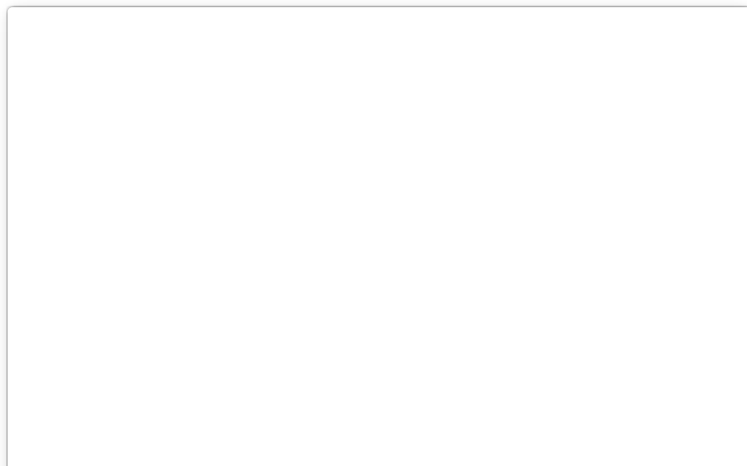
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In partnership with luxury book publisher Assouline, the brand is celebrating the history of a visionary who marked a new era for luxury. Out later this month, "Louis Vuitton: Virgil Abloh" will offer intimate images of the incredible partnership between the creative with a penchant for rule-bending and his heritage home.

Creative chapters

Assouline's latest coffee table read includes eight chapters highlighting each of Mr. Abloh's collections, plus a sneaker catalog dedicated to the designer.

Fashion writer and British Vogue critic Anders Christian Madsen, formerly a close collaborator of the brand's first African-American artistic director of menswear, authors the literary work. Mr. Madsen peppers its pages with the fashion titan's contributions to both brand and cultural zeitgeist.



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Throughout, the text quotes the star's self-titled "Abloh-isms" while educating readers on various stages of the leader's experiences both on and off the runway, through personal and professional storytelling.

The title includes commentary from Mr. Abloh's inner circle, comprising of notables like Kenzo creative director Nigo, model Naomi Campbell, actor Luka Sabbat, influencer Kendall Jenner and musician Kid Cudi, who pay their respects amid the large-scale staple's 359 pages.

Louis Vuitton and Assouline's release will feature two collectible covers, both set at \$120.

One fronts imagery of an LV-branded hot air balloon in a striking red against a serene sky, while its counterpart showcases the work of artist Reggieknow, responsible for the introduction of cult character illustrations utilized by the late creative director.

The former was taken during "VIRGIL WAS HERE," Mr. Abloh's final official collection shown posthumously during the house's spring/summer 2022 show set in Miami. The latter was captured during the brand's spring/summer presentation from the previous year.

Outside of the book partnership's primary offerings, fans can opt for a special Ultimate Collection edition of the project, which will be rolled out with a collectible box in a nod to its subject's use of shipping crates as part of past runway presentations. Priced at \$1,200, The Ultimate will contain a compendium insert inclusive of every single sneaker designed by Mr. Abloh for Louis Vuitton.

"Louis Vuitton: Virgil Abloh" will be available for purchase via Assouline's site, as well as at its boutique locations, starting Sept. 15.

With the release, Louis Vuitton pays its respects to the once-in-a-lifetime leader and his extraordinarily innovative approach to design in a move. The drop marks the first of its kind since the visionary's tragic passing last year ([see story](#)).

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