

APPAREL AND ACCESSORIES

Louis Vuitton turns to archives for latest trunk exhibition

June 30, 2023



The Malle Courier centers a new exhibition on the maison's most iconic trunk designs, featuring originals dating back to the 19th century. Image credit: Louis Vuitton

By LUXURY DAILY NEWS SERVICE

French fashion house **Louis Vuitton** is traveling back in time for a celebratory event.

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From May 23, 2023 through Feb. 17, 2024, the label's Malle Courier centers a new exhibition featuring the maison's most iconic trunk designs, with originals dating back to the 19th century. Spotlighting the brand's stylish storage units, the showcase takes place at the Louis Vuitton family home in Asnieres, France.

Savoir-faire

Louis Vuitton's display is situated in what was first the fashion house's workshop, now the subject of a reflective walk-through that shines a light on how far the brand has gone to preserve a sense of savoir-faire from its early days.

Located just miles northwest of Paris along the Seine – Louis Vuitton's family home includes a manufacturing and exhibition space – the venue maintains a special spot in history. The atelier's location was originally chosen for the ease with which materials could be acquired due to its proximity to delivery docks, now holding the items of artisans' past.

Titled "La Malle Courier," the namesake exhibition's meaning translates to "mail trunk," the phrase intended to evoke thoughts of a long-haul journey, symbolic of the luggage's purpose and emblematic of the maison's timeless nature, as its original designs are used, produced and purchased nearly two centuries after the Malle Courier was patented in 1867.

Embodying the essence of the Maison's savoir-faire, **@LouisVuitton** presents its new exhibition, The Malle Courier, in Asnieres.

Learn More: [#LVMH #LouisVuitton pic.twitter.com/N9HOgDTjM7](https://t.co/XBh46BF6Pt)

LVMH (@LVMH) **June 29, 2023**

Open to the public, visitors can stop by the exhibition from 10 a.m. to 5 p.m., Tuesdays to Saturdays. Guests must schedule a 45-minute appointment in advance.

Earlier this month at the Viva Technology Expo in Paris, Louis Vuitton unveiled "Asnires Immersive," a virtual reality experience that transports users into the family house in its earliest days ([see story](#)).

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