

MEDIA/PUBLISHING

Louis Vuitton launches latest 'Librairie' entry focused on UK

April 11, 2024



The photography collection spans more than 100 images taken over four decades. Image credit: LVMH/ARR

By LUXURY DAILY NEWS SERVICE

French fashion house **Louis Vuitton** is embracing the U.K. in a new book.

Titled "Fashion Eye United Kingdom," the photography collection is the latest in a long-running series of regional spotlights published by the maison. Curated by British photographer and photojournalist Martin Parr, the work is at the center of a social media marketing push, as well as a prominent retail placement at LVMH-owned department store Le Bon Marché Rive Gauche in Paris.

Page turner

The U.K.-focused hardback is the 42nd entry in the globetrotting Fashion Eye Collection, with other editions visiting Texas, Bali, Greece, Iran, Shanghai and Ukraine, among various other localities.

With photos of the island nation taken over the course of nearly 30 years, Mr. Parr's collection spans the countryside, shores and urban landscapes of England, Wales, Scotland and Northern Ireland. Across 118 pages and 106 images, the events depicted span 1998 to the present day, from the Glastonbury Festival to the recent coronation of King Charles III.

"Photographing the United Kingdom is a form of therapy for me" photographer Martin Parr on capturing his home country for the new Fashion Eye United Kingdom. Available worldwide, discover the new book at <https://t.co/b4uA7Ut6ns#LVLibrairie #LouisVuitton pic.twitter.com/FI6Vnh7R2>

Louis Vuitton (@LouisVuitton) April 8, 2024

A critical essay and interview with Mr. Parr are also included within the pages.

Available now [online](#) and in stores around the globe, the hardback retails for \$68.

To spotlight the release, Louis Vuitton is partnering with Le Bon Marché Rive Gauche, showcasing the book within the retailer's Paris storefront. Through April 21, the department store is hosting a paper-and-ink-themed exhibition ([see story](#)), with the maison's book being the latest addition.

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