

Expansion and unveiling of new styles at Louis Vuitton

Written by JOCELYN MONTEMAYOR-REYES
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To better serve its client, Louis Vuitton expanded their branch in Greenbelt 4, putting on "private rooms" for their very important customers, and separating the men and women products for a more personalized service.

"We are very proud of the expanded Louis Vuitton store in the Philippines. Our business in the Philippines has grown year after year since we opened at the Greenbelt in 2003. This expansion allows us to even better welcome our guests and showcase in the best way, the quality and variety of our products," said Jean-Baptiste Debains, President of Louis Vuitton Asia Pacific.

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Upon entering the store, one is treated to an array of travel bags and accessories and an expansive leather goods selection, which lead to a few steps up to the mezzanine floor which has been transformed into the "Men's Universe."

This section has a wide array of men's leather goods, shoes, and accessories, and includes the the new Damier Infini collection which consists of a men's weekend bag and a briefcase crafted from embossed calf-skin.

A flight down opens to the "Women's Universe" which is highlighted by a special wall showcasing the brand's "Rare & Exceptional pieces."

There are also "walls" devoted to scarves, another to purses and the like.

Iconic bags like the Lockit and Brea in exquisite crocodile-skin, are also on display.

The lower level also features a private salon that is dedicated to "the ultimate, sophisticated personal shopping experience."

It also features the painting "Blossom 1" by acclaimed local artist Roberto Robles which is a celebration of spring and the artist's personal response to the season as a time for reflection and to re-connect with nature.

To mark the expansion of Louis Vuitton store in the country, they unveiled the new styles under the Empreinte collection which is highlighted by the new tote bag Citadine which comes with a mirrored pouch, and the wallet Petillante.

The Empreinte collection also comes in two new colors — aubergine and orient.