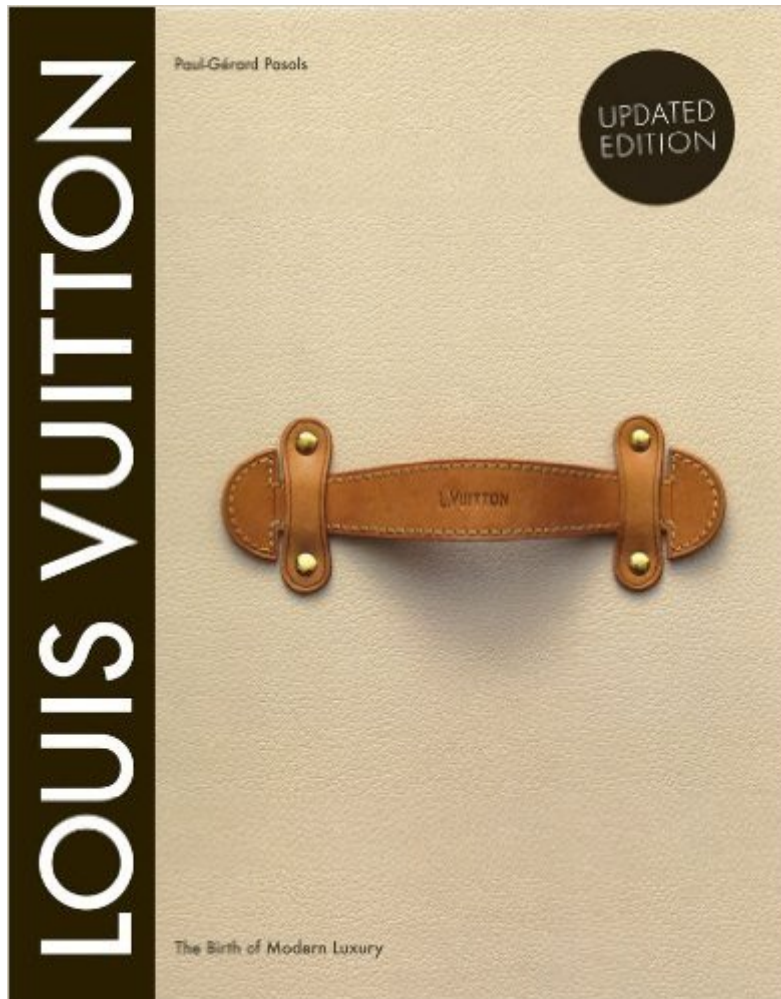


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# Louis Vuitton: The Birth Of Modern Luxury Updated Edition



## Synopsis

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.

## Book Information

Hardcover: 560 pages

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Product Dimensions: 9.5 x 2.1 x 12.2 inches

Shipping Weight: 8.4 pounds (View shipping rates and policies)

Average Customer Review: 4.8 out of 5 stars [See all reviews](#) (53 customer reviews)

Best Sellers Rank: #32,963 in Books (See Top 100 in Books) #15 in [Books > Arts & Photography > Fashion > History](#) #19 in [Books > Business & Money > Processes & Infrastructure > Infrastructure](#) #56 in [Books > Arts & Photography > Graphic Design > Commercial > Fashion Design](#)

## Customer Reviews

Well, well, well, it took three tries but we finally got it right with the help of Mindy T at s Customer Service Center. I'm talking about *Louis Vuitton: The Birth of Modern Luxury* this 560 page almost 9 pound baby is a must for people who love Coffee Table Books, so let's talk about the problems first or second, first off I love books, especially Coffee Table Books they have a nice blend of a great story and pictures, as a photographer this is like the best of both worlds so when you mix photos and art on high quality paper I can spend the day wrapped up in these kind of books and my mind becomes like a sponge and is dripping with so much information I'm in pass out mode for the rest of the day. Now with that being said most of us 98 per-centers don't have money to just

throw around by spending hundreds of dollars on a book SO when we do we want our purchase to be flawless so last week I treated myself to 6 Coffee Table Books (CTB from this point on) as a belated holiday gift and was VERY Happy with the first 4 and then I had two with major dents and bends, I was bummed but knew that I would have to send these back @ \$50 and \$90 I wasnâ™t going to overlook this (like spending \$50,000.00 for a car with a big dent on the driver side door) The Chanel book was three books in a sleeve and the sleeve was jacked around the corners like it had been dropped and the Louis Vuitton look like it had also been dropped and the cover had all these little holes on the top.

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