

CLASSIC DRIVER

Amble with Louis Vuitton



We've all done it. You know, found a really nice little shop or restaurant and simply ached to tell our friends about it afterwards. Well, now we can share these ambulatory asides with a worldwide audience thanks to the new app from the master of luxury travel, Louis Vuitton.

It's called 'Amble', and here's how it works. You download the app from the iTunes store. It's in English only at the moment, and obviously suitable only for an iPhone.

Once installed – and it helps if you have the inspirational Louis Vuitton City Guides on your iPhone, too – the app allows you to explore those little off-the-tourist-trail byways, discovering new shops, galleries, restaurants and all manner of other fun things to do, recording them all the time on your phone.



You can add notes and photos to the locations, which will have been automatically stored in the phone's memory thanks to its GPS function. Once safely tucked up in front of your MacBook Pro at home, the data can be downloaded via www.louisvuittonamble.com and then shared with friends or the world at large.

It's also possible to dip into the world of celebrity, by seeing how stars such as Sofia Coppola and Sarah Jessica Parker spend their time (and fees) when off the set.

And lest you worry about the cost of a luxury LV product, it is – as a virtual guide – completely free.

For more information, see itunes.apple.com/uk/app/amble-with-louis-vuitton

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