

# CLASSIC DRIVER

## [Six artists reinterpret the iconic Louis Vuitton monogram](#)

### **Lead**

The Louis Vuitton monogram is not only one of the most famous, but also the most copied symbols in the fashion industry. Now, six designers and artists have (legitimately) recreated the logo with their own twist...

The new project saw Louis Vuitton ask fashion designers Karl Lagerfeld and Rei Kawakubo, artist Cindy Sherman, architect Frank Gehry, product designer Marc Newson and shoe creator Christian Louboutin for their ideas. We instinctively favour the Sherman case with stylised hotel stickers or Lagerfeld's boxing glove – but even the most daring reinterpretation can't match the appeal of a widely travelled vintage suitcase with its own tale to tell.

## **Vintage Louis Vuitton travel cases in the Classic Driver Market**

### **Gallery**











**Source URL:** <https://www.classicdriver.com/en/article/fashion-accessories/six-artists-reinterpret-iconic-louis-vuitton-monogram>  
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