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## Louis Vuitton returns to its ancestral home at Place Vendôme

07 October 2017 | Lianna Bruhlman

*It was within the historic streets of Paris that Louis Vuitton learned his craft and founded his first store in 1854. Now, the House is going back to its roots with the opening of the new Maison Louis Vuitton Vendôme, situated in one of the most storied Parisian neighbourhoods...*

**Back to where it all began...**



After a comprehensive restoration by architect Peter Marino, the two *hotel particuliers*, formerly known as Hôtel Baudet de Morlet and Hôtel Heuzé de Vologer, blend French history and craftsmanship with ultra-modern design, creating the perfect home for Louis Vuitton's new Parisian Maison. Along with the typical pieces found in a Louis Vuitton shop — leather goods, accessories, men's and women's ready-to-wear pieces, textiles, and fragrances — the House's new home will also feature Objets Nomades, a collection of designer travel and home-related objects, including Campana Brothers' Cocoon chair, Tokujin Yoshioka's Blossom Stool, and Raw Edges' Concertina shades, as well as a hot-stamping desk and a savoir-faire corner, which has two working ateliers.

Melding design and art, 33 contemporary artworks by international artists will be on display, along with a preview of the second chapter of *Masters*, the collaboration with Louis Vuitton and Jeff Koons, which reinterprets Masters' paintings by transposing them onto the canvas of iconic Louis Vuitton bags. In celebration of not only the new Maison but also 15 years of the Tambour, La Fabrique du Temps, the Geneva watchmaking manufacturer of Louis Vuitton, has created the Tambour Moon Tourbillon Volant 'Poinçon de Genève', which features a skeleton movement, 'Geneva seal', and 296 diamonds on the case and movement. So, on your next trip to Paris, make sure you mark the new Maison Louis Vuitton Vendôme as one of your top sites to visit — right up there with Tour Eiffel and l'Arc de Triomphe...

*Photos: Louis Vuitton*

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