

# LOUIS VUITTON

For Immediate Release

## Louis Vuitton unveils Pop-up Store for Men's Spring-Summer 2024 Collection

located in Shoppes at Four Seasons



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To celebrate Louis Vuitton Men's Creative Director Pharrell Williams first Spring-Summer 2024 collection, the maison unveils its first Spring-Summer 2024 Men's pop-up store in Macao on January 4<sup>th</sup> in Shoppes at Four Seasons. The space opens its door to the public until the February 23<sup>rd</sup>.

Inspired by the theme of the collection - "The Sun", the immersive installation, reminiscent of the mesmerizing scenography of the Paris Men's show last June, invites visitors to bask in the brilliance of human connection. Stepping into the transformed space, guests are enveloped in a golden aura, adorned with the iconic Damier pattern that is synonymous with Louis Vuitton. This mini-city, meticulously crafted, pays homage to the historic Pont-Neuf, the oldest bridge in the enchanting city of Paris. Symbolically bridging between Paris and Virginia, the birthplace of Pharrell Williams, this pop-up serves as a metaphorical connection between two worlds. While the new LVERS logo can also be seen on the façade symbolizing a new culture: a state of mind founded in warmth, wellbeing, and welcome-ness.

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The store comprises a selection of exclusive ready to wear, leather goods, exclusive shoes and accessories from the collection which will be made available. Visitors will also have the opportunity to purchase the pop-up exclusive items during the pop-up period.



## **Louis Vuitton Spring-Summer 24 Mens pop-up Store**

FSK8, Level 2, Shoppes at Four Seasons, Macao

From 4<sup>th</sup> Jan - 23<sup>rd</sup> Feb 2024

Sunday - Thursday, from 10am - 11pm

Friday - Saturday, from 10am - 12am

## **About Louis Vuitton**

Since 1854, Louis Vuitton has brought unique designs to the world, combining innovation with style, always aiming the finest quality. Today, the House remains faithful to the spirit of its founder, Louis Vuitton, who invented a genuine "Art of Travel" through luggage, bags and accessories which were as creative as they were elegant and practical. Since then, audacity has shaped the story of Louis Vuitton. Faithful to its heritage, Louis Vuitton has opened its doors to architects, artists and designers across the years, all the while developing disciplines such as ready-to-wear, shoes, accessories, watches, jewellery, and fragrance. These carefully created products are testament to Louis Vuitton's commitment to fine craftsmanship.

For further information: [www.louisvuitton.com](http://www.louisvuitton.com)

**#PharrellWilliams**

**#LouisVuitton**

**#LVMenSS24**

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