The History Of Louis Vuitton's Logo

It is the 21st century and it is everyones dream to own a Louis Vuitton item. Louis Vuitton has taken fashion by storm. It is one of the top fashion brands and has stores worldwide. The brand focuses on luxurious items. As of May 2017, Forbes estimated the brand value of Louis Vuitton to be around $28.8 Billion. With massive customers worldwide, Louis Vuitton can design ay item and people would pay a ton money to get it. The founder Louis was born to a family that made a meager wage as farmers. By 1854, he was able to open a shop. The Louis Vuitton logo is basically a Japanese inspired flower motif which was created as a way to prevent counterfeiting of the Parisian company's designer luggage. This memorable logo is now synonymous with luxury, brilliance and indulgence, often worn by various celebrities as a fashion statement.

Louis Vuitton Official logo. Image Source: Wikimedia Commons

The main design feature of the official Louis Vuitton logo is the LV monogram. It is an italicized, serif, capitalized L set slightly to the left and bottom of a capitalized V symbolizing the initials of its founder. Beneath the symbol, the word "Louis Vuitton" was also written. The brand's logo has barely changed over time but in 1997, under designer Marc Jacobs they decided to use only the monogram and remove the text altogether from advertisements. The fonts are historically black combined with a white background though in recent years they have experimented with various colors most notably the brown colored monogram. The hand-drawn typeface though has remained the same which is said to be partly inspired by roman fonts.

Louis Vuitton and it's famous "LV" monogram is one of the most recognized brand symbols. Often considered as one the most aspirational handbags for elite women, the logo is symbolic of power and money. Louis's son Georges is credited with the creation of the logo to honor his late father. The interlocking LVs became one of the most recognizable emblems on the market. While many companies try to rebrand and upgrade their look, the Louis Vuitton logo has never changed. The Louis Vuitton monogram protects the company's authenticity and has become as famous as the clothing, purses, and luggage.

The interlocking L and V with floral pattern was designed by Louis Vuitton's son, Georges Vuitton, in 1896 as a way to brand his nascent box and luggage business, and in the 120 years since, it's become one of the most recognizable marks in the world.

Here, a look back at the storied history of Louis Vuitton's LVs.

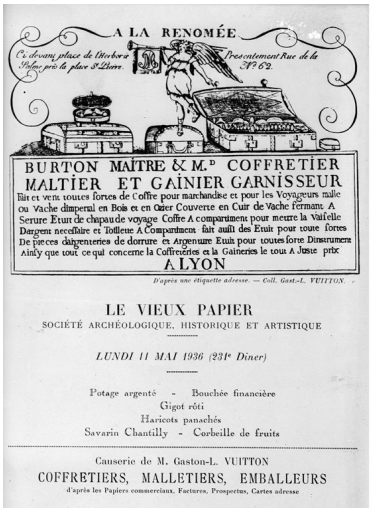

Image source - https://www.vogue.com/article/louis-vuitton-monogram-bags-history

The use of black color in the Louis Vuitton logo embodies excellence, innovation, elegance and dynamic attitude of the company. The Louis Vuitton logo incorporates a hand drawn typeface. During its first year, the company displayed its name in handwriting without having a professional logo. The LV logo and monogram appeared one year later, as designed by Georges Vuitton, who took over the business since his father's passing. The logo remained as such to this day. Any changes came regarding this logo came in placing the logo on products. Now, it's also visible on some shoes and boots models. when Marc Jacobs radically modernized the brand, they began dropping the "Louis Vuitton" text from the bottom of the logo. Today, the company mostly uses versions of the logo that only feature the iconic LV monogram for advertising. Louis chose to mark his products with his father's initials because he wanted to pay tribute to the man who had originally founded the brand.

Here are some of Louis Vuittons famous items that people have been crazy about.

Image source : google.

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SOURCES :

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