

Louis Vuitton Celebrates 130 Years of Its Iconic Monogram

Published on 01 Jan 2026 | By IFI Correspondent



French luxury house **Louis Vuitton** is marking a major milestone in fashion history as it celebrates **130 years of its legendary Monogram canvas** — one of the most recognisable symbols in global luxury. The anniversary honour comes with a series of heritage-focused collections, special product releases, campaigns and store initiatives throughout 2026.

A Symbol Born From Utility and Creativity

Originally introduced in **1896** by **Georges Vuitton** as both a decorative signature and an **anti-counterfeiting measure**, the interlaced LV initials and floral motifs quickly evolved into a defining emblem of the House's identity. The design drew inspiration from **Neo-Gothic ornamentation and Japonisme**, making it a unique visual code that still stands strong more than a century later.

Anchoring the Anniversary Around Iconic Bags

The anniversary campaign, which officially launches on **January 1, 2026**, highlights five Monogram classics that have shaped Louis Vuitton's legacy in leather goods:

- **Speedy** (1930)
- **Keepall** (1930)
- **Noé** (1932)
- **Alma** (1992)
- **Neverfull** (2007)

These models represent functional innovation across eras — from travel companions to everyday essentials — and remain in continuous production today.

Heritage-Led Capsule Collections

To celebrate the Monogram's rich history, Louis Vuitton is unveiling **three exclusive anniversary capsules**, each reinterpreting the emblem through distinct materials and techniques:

Monogram Origine Collection

A refined revisit of the original **1896 pattern**, crafted using a **linen-and-cotton jacquard canvas** in soft pastel tones — a nod to archival design and early client records.

VVN Collection

An homage to the brand's leather goods heritage, featuring **natural cowhide leather** that develops unique patina with use, highlighting the beauty of ageing and craftsmanship.

Time Trunk Collection

A creative bridge between old and new, this line uses **trompe-l'œil printing** to replicate textures and hardware details from historic Louis Vuitton trunks, celebrating the brand's trunk-making roots.

In addition to these capsules, **Monogram Multicolore pieces** from collaborations like the Takashi Murakami editions are also part of the broader anniversary celebration

For more style updates & exclusive fashion stories follow indiafashionicon.com

DISCLAIMER: THE VIEWS/CONTENTS EXPRESSED/PRESENTED HEREIN, WITHIN THIS ADVERTORIAL AND PROMOTIONAL FEATURE ARE THE SOLE AND EXCLUSIVE RESPONSIBILITY OF INDIVIDUAL CLIENTS/EXPERT/THEIR AUTHORISED REPRESENTATIVE/PUBLISHER, TO WHICH EFFECT, PUBLICATION HOUSE/ITS REPRESENTATIVES/AFFILIATES ARE NOT RESPONSIBLE/LIABLE WHATSOEVER.