

LOUIS VUITTON

For Immediate Release

July 2011

LOUIS VUITTON ISLAND MAISON TO OPEN AT MARINA BAY SANDS

Singapore, July 13, 2011 - Singapore will welcome a new luxury shopping destination and retail icon when Louis Vuitton opens its first Island Maison at the Marina Bay Sands in September of this year. The Maison will sit on the waterfront of the Marina Bay promenade and will be a distinctive landmark in the celebrated landscape around the bay.

The Louis Vuitton Island Maison is a one of a kind concept for the luxury brand, and will feature nautical-inspired interiors exclusively designed by internationally acclaimed and award winning architect Peter Marino. Visitors can look forward to a unique and sophisticated retail experience as the first Louis Vuitton Maison in Southeast Asia will incorporate art and cultural elements in its retail space.

The ground floor of the Island Maison will feature the complete selection of men's and women's leather goods, ready to wear, shoes and accessories. Keeping close to the brand's DNA where the desire is to transform every journey into a refined and personal experience, the mezzanine level will celebrate the romance of travel by dedicating an area to travel luggage and accessories in the first Travel Room in Asia Pacific. There will also be a private lounge for intimate presentations as well as an outdoor loggia reminiscent of a deck on a luxury yacht.

From the island, visitors can travel through a tunnel that will showcase pieces of contemporary artwork. The tunnel connects to the Marina Bay Sands mall and visitors will arrive at the Louis Vuitton bookstore, where they can browse through a specially curated range of design, cultural and art books. A spiral staircase on the same floor will lead visitors up to a magnified space which will display timepieces, fine jewellery and exceptional leather bags.

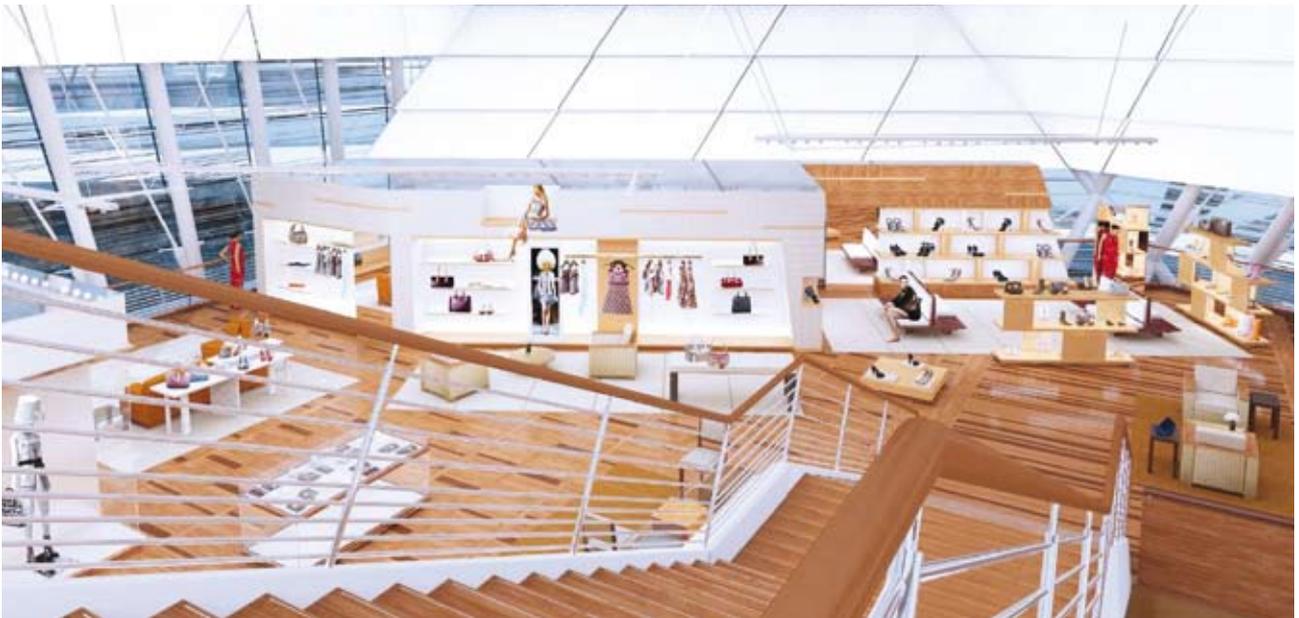
The Louis Vuitton Island Maison at Marina Bay Sands will be the fifth store for the brand in Singapore and opens to the public on 18 September 2011.

About LOUIS VUITTON: ALWAYS THE UNEXPECTED SINCE 1854

Founded in Paris in 1854, Louis Vuitton has been synonymous with the art of travel. Its iconic trunks and luggage have accompanied journeys throughout time. True to the pioneer spirit of its origins, Louis Vuitton consistently breaks new ground in art, architecture, fashion and design.

With the arrival of Artistic Director Marc Jacobs in 1997, Louis Vuitton extended its expertise to ready-to-wear, shoes, accessories, watches and jewellery, available in its exclusive network of stores located in over sixty countries. Combining traditional craftsmanship with flair, innovation, and sophistication, Louis Vuitton offers an unexpected and complete lifestyle experience.

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