

The course of luxury



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With the rapidly development of globalization, the desire of material which is from the bottom of human's hearts become more and more enormous. A word thus emerges, luxury.

In an area known as the luxury, people are likely to think of a famous brand, Louis Vuitton, at once. So let me take you to the wonderful Louis Vuitton's kingdom that you guys will see this noble world in a blur.

Louis Vuitton, which was set up in 1854 in Paris, France, was founded by Louis Vuitton who was born in a poor village family. Because of the Second Empire in France, magnificent ball was popularizing in Paris. A majority of aristocratic lady wanted to find something to carry their gorgeous big dress more convenient, therefore, Louis Vuitton was born during this agitation. Mr. Vuitton invented a flat box with a handle with intelligent which replaced a large as well as heavier wooden box in the past. His box was not only durable and convenient to carry, but also brilliant and elegant, thus Louis Vuitton became hotter and hotter. Something to be mentioned, Eugenie de Montijo, the wife of Napoléon III, appreciated Vuitton's rich talent, after that, she swore that she would just customize jewelry box from Louis Vuitton.

As more and more noble became Louis Vuitton's VIP, Louis Vuitton became more and more famous, so he opened his first

exclusive shop. In 1885, the first branch store held its open ceremony in London. But George, Louis's son, made a top grade bags empire after the death of Louis Vuitton that made a legend in the area of bag.

Up to now, Louis Vuitton is still standing on the top of the bag empire without any hesitation. What's more, Louis Vuitton is growing fiercely in a high speed.

As far as I am concerned, facing the global financial crisis, Louis Vuitton's incumbent chief inspector should publish some plans to deal with this problem. For example, he can change some styles which is different with old style before. Because I think that Louis Vuitton is changeless. It can not only fresh the product style but also make customers' eyes brightened. If there is no change, I don't think that Louis Vuitton can get attention all the time.