



# Xavier's Daily

## ➔ Challenge yourself!

*I have keys but no locks. I have space but no room. You can enter but can't go outside. What am I?*

Answer - A Keyboard

**Louis Vuitton** is the world's most valuable luxury brand and is a division of LVMH. Its products include leather goods, handbags, trunks, shoes, watches, jewellery and accessories. Most of these are adorned with the LV monogram. It is one of the most profitable brands in the world with profit margins approaching 40%. Recent product endorsers of the brand include Angelina Jolie, Muhammad Ali and Michael Phelps.

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[Interact Club]

## ➔ Spectrum's Corner

### Thought of the Day

*"The time is always right to do what is right."*

-Martin Luther King, Jr.

### Word of the Day

\ 'te-nə-bəl \ adjective  
: based on sound reasoning or evidence

eg. "The concept of things going back to some historical fixed condition is really just no longer tenable," said Patty Glick, a senior scientist for climate adaptation at the National Wildlife Federation and one of the lead authors of the document.



## Legendary history about the founder



When Louis Vuitton was only sixteen years old, he made a decision that would not only change his own life but the lives of his sons and future generations: he would become a trunk-master.

Louis Vuitton's heritage as a trunk maker preceded even the founding of the company.

It was in 1837 that a 16-year-old Louis Vuitton arrived in Paris by foot and started apprenticing for Monsieur Maréchal. At the time, horse-drawn carriages, boats and trains were the main modes of transportation, and baggage was handled roughly. Travelers called upon craftsmen to pack and protect their individual objects.



Louis Vuitton quickly became a valued craftsman at the Parisian atelier of Monsieur Maréchal. These were the roots of his highly specialized trade; the beginnings of his career in an artisanal industry that called upon skills to custom design boxes and, later, trunks according to clients' wishes. Louis Vuitton quickly became a valued craftsman at the Parisian atelier of Monsieur Maréchal. These were the roots of his highly specialized trade; the beginnings of his career in an artisanal industry that called upon skills to custom design boxes and, later, trunks according to clients' wishes. Louis Vuitton stayed for 17 years before opening his own workshop at 4 Rue Neuve-Capucines near the Place Vendôme. Both a family residence and the cradle of the company, the Asnières site has been the symbol of the Vuitton family's personal and commercial success since 1859. The early success of Louis Vuitton meant he had to expand his operations. This led to the 1859 opening of his atelier in Asnières. Just northeast of the center of Paris, the workshop started with 20 employees. In 1900, there were nearly 100 people and by 1914 there were 225. The original atelier has been expanded throughout the decades-including the addition of the Vuitton family residence-but it is still where products are crafted today. While the family home has been preserved and is part of a private museum, 170 craftsmen work in the Asnières workshop, designing and creating leather goods and special orders for clients around the world.

To celebrate the 100th anniversary of the Monogram canvas in 1996, Louis Vuitton invited select designers to create unique pieces of luggage. The resulting collection was then exhibited in the world's great capitals, bringing the brand's spirit of innovation and collaboration to fashion lovers across the globe.

## DID YOU KNOW?

Louis Vuitton was hired as a personal box-maker and packer for Napoleon's (Emperor of the French in 1852) wife! This is how Louis found himself the elite clientele. His ticket to create history in the world of fashion and lifestyle