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LOUIS VUITTON



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System: Corporate Branding
Attachment Method: Brace
Metal Fabric Pattern: Strand

Project: Louis Vuitton Boutique
Location: 57th Street and Fifth Avenue – New York, NY
Architect: Peter Marino Associates-New York, NY
Facility Owner: Louis Vuitton
Facility End Use: Luxury Retail
Completion Date: April 2004
Renovation or New Construction: Renovation

Project Details: The new Louis Vuitton flagship store in New York City's premier retail area is the largest Louis Vuitton store in the world. The 6,500 square-meter store includes four levels – three featuring Vuitton accessories, men's and women's apparel, travel and leather goods, handbags, shoes and jewelry and a fourth level dedicated to personal shopping services.

The boutique's interior includes a three-story LED wall and a rich mix of materials including walnut and chestnut flooring, glass, iron, limestone and metal fabric. Four balconies are suspended at different levels over the boutique. The exterior of the 11-story building has a white marble shell and a façade of glass.

Cambridge Architectural's Corporate Branding mesh system, selected for the interior, was an integral feature to the new store image. The metal fabric was installed as wall, display and

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Mesh Photo



Metal Fabric by Cambridge Architectural

Attachment Photo



Metal Fabric Attachment Hardware by Cambridge

Photo #1



Metal Fabric Tension System

Photo #2



Metal Fabric Wall Panels

Photo #3



Tensile Structure Made of Metal Fabric

Photo #4



space divider treatments throughout the space and in certain locations, the product displays are integrated into hanging mesh partitions. Corporate Branding systems provide unique opportunities for displaying elements of corporate branding.

Approximately 5,000 square feet of Cambridge's Strand metal fabric with Brace tension attachment hardware creates the Corporate Branding mesh system, which features 76% open area.



Woven Mesh Metal Fabric

Main Photo



Woven Metal Fabric Panels

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