

Louis Vuitton

Celebrating the iconic history of Louis Vuitton brand and importantly, the significant history of the site, including its former banking history.

CLIENT

Louis Vuitton

LOCATION

365 George Street, Sydney

PROJECT FINANCIALS

\$11M Award- Winning Redevelopment

CURIO SERVICE

Interpretation planning and concepts

CURIO SERVICE

Integration within built design

CURIO SERVICE

Design, Production and Installation

Project Summary

Curio was commissioned to provide specialist heritage services from start to finish, including interactive interpretation as a part of the multi-million dollar reimaging of Louis Vuitton's Flagship Sydney store.

Curio's Approach

Curio worked closely with the architectural, construction and design team to ensure a seamless refurbishment of the heritage tenancy, with a focus on ensuring that the key stories of the site's former banking history and Louis Vuitton's iconic history could be merged within the stunning new fitout.

As part of Curio's storytelling on site, four, rare antique Louis Vuitton trunks are on display, including a zinc mail trunk, created in 1885 to house men's clothing and shirts, a 1902 men's trunk featuring the oldest existing covering on a Louis Vuitton trunk, a 1916 Aero Trunk that belonged to French aviator, Ernest Archdeacon. It was originally meant to be fastened to the gondola of a hot air balloon and was later purchased by Lady Hannah Jones, in 1937 for use as a hat box. She was the wife of the grandson of David Jones, the founder of the Australian department store.

The fitout also cleverly incorporates a former night safe on display in the basement and digital interpretation relating to the site's colourful history, prepared by Curio.

Legacy We Leave Behind

Curio worked closely with Louis Vuitton, Arkhe Tekhne and BUILT to reveal and enhance original building features as part of the final fitout. We were also given the rare opportunity to create exciting heritage interpretation that will not only celebrate the iconic history of the Louis Vuitton brand but importantly, the significant history of the site.

