

The people. The point of view.



From the Sui Generis catalog

THE BEGINNING

Louis Vuitton

Louis Vuitton opened his first Paris store in 1854, building a reputation around innovative travel trunks. His son Georges later developed the House's Monogram canvas in 1896, combining interlaced LV initials with floral/geometric motifs as a distinctive identity for the Maison. Louis Vuitton's official heritage materials trace the brand's expansion from travel goods into global fashion, leather goods, accessories, watches and jewelry. That history matters at Sui Generis because a pre-date-code vintage trunk, a 1990s Monogram Speedy, an early-2000s Marc Jacobs runway piece and a post-2021 leather good can use very different identification systems while all being authentic.

FOUNDED

1854

ORIGIN

Paris, France

WHY THE DETAILS MATTER

Louis Vuitton materials and construction differ substantially by model and era. Monogram/Damier coated canvas, Vachetta trim, Epi, Taiga, Monogram Empreinte and seasonal textiles should be judged against the exact product. Heat stamps, hardware and date-code placement also vary. Repairs can replace leather, zippers or hardware; document intervention rather than forcing every replaced component into an authenticity verdict.

Research and catalog observations are distinct. See the linked sources in this guide. Dates describe the cited records; a last recorded year does not establish a line closure.

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Names, lines & relationships

Louis Vuitton Parent House / Mainline Umbrella house: travel goods, leather goods, fashion, accessories, watches, jewelry and other métiers.	1854
Louis Vuitton Women’s Fashion Category / Creative line Women’s ready-to-wear, handbags, shoes and fashion accessories in collection context.	1998
Louis Vuitton Men’s Fashion Category / Creative line Men’s ready-to-wear, bags, shoes and accessories.	1999
Travel & Leather Goods Core product division Trunks, travel goods, handbags, small leather goods and related accessories.	1854
Watches & Jewelry Category line Watches, fine jewelry and high jewelry.	2002

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A story in chapters

1854	Louis Vuitton House origins · Louis Vuitton
1854	Travel & Leather Goods Line / house introduction in the cited records
1998	Louis Vuitton Women’s Fashion Line / house introduction in the cited records
1999	Louis Vuitton Men’s Fashion Line / house introduction in the cited records
2002	Watches & Jewelry Line / house introduction in the cited records

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04 / A WORKED EXAMPLE FROM OUR CATALOG

Read the label. Find the details.



THE COMPLETE ITEM

LOUIS VUITTON Size 9.5 Yellow Suede Tied Ankle Strap Espadrille Wedges

Marked size = the item's original label. As a US company, Sui Generis lists a US size comparison; use the relevant brand/category chart and actual measurements to check fit.

THE LABEL / MARKING DETAIL



01 / WHAT YOU CAN READ

LOUIS VUITTON · PARIS

02 / HOW TO USE IT

Record the insole wordmark separately from the shoe's shape, straps and sole. Search for the model using those construction details as well as the house name.

03 / WHAT TO CHECK NEXT

PARIS is part of the branding here. It does not identify this pair's manufacturing country. Request the size and interior production markings in focus.

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Research & image credits

Based on the existing Sui Generis guide research and credited references. Catalog photographs are Sui Generis images. Brand names identify the subject; this guide is independent and unaffiliated. Share complete sheets with their credits and a link to the guide.

- <https://us.louisvuitton.com/eng-us/magazine/articles/heritage>
- <https://us.louisvuitton.com/eng-us/products/pochette-metis-monogram-nvprod1770372v/M44875>
- <https://us.louisvuitton.com/eng-us/products/neverfull-mm-monogram-nvprod5350101v/M46975>
- <https://us.louisvuitton.com/eng-us/stories/the-capucines>
- <https://jobs.louisvuitton.com/en/la-maison>
- <https://us.louisvuitton.com/eng-us/magazine/fashion-shows>
- <https://www.vogue.com/fashion-shows/designer/louis-vuitton>
- https://www.firstview.com/collection_designer.php?s_d=6039
- <https://suigenerisconsignment.com/products/louis-vuitton-size-9-5-yellow-suede-tied-ankle-strap-espadrille-wedges>

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SIZING / HOW TO READ OUR CATALOG

Marked size & your US size

The marked size is the size printed on the item's original label. Sui Generis is a US company, so our catalog uses a US size comparison to help our customers shop. A US listing size may therefore differ from the number on the designer's tag; it does not change the item's original marked size.

READ THE SIZING SYSTEM

FR or F means French; IT, I or ITA means Italian; JP means Japanese; UK or GB means British; US or USA means United States. D or DE means German. EU (or UE on some labels) denotes a European size where the relevant brand and category chart uses it. French and Italian clothing numbers are not interchangeable, and a manufacturing country does not identify a sizing system.

JAPANESE & BRAND NUMBERED SIZES

Some Japanese designers use their own numbered sizes, such as 1, 2 or 3. These are brand sizes, not automatically US sizes or a universal Japanese conversion. Use the chart for the specific brand, line and item.

MATCH THE CATEGORY. CHECK THE MEASUREMENTS.

When a tag prints several national sizes, retain the brand's own size table instead of substituting a generic conversion. Women's clothing, men's tailoring and footwear need different charts. Letter sizes, denim and accessories also need their own fit information. Compare the original marking, the relevant chart and actual measurements. Vintage fit, alterations and cut can change the fit; a US comparison is a guide, not a guarantee.

If the sizing system or original marking cannot be confirmed from the available photograph, we say so rather than assigning a country or inventing a conversion.

REFERENCE READING

Nordstrom: designer clothing conversion reference

Maison Margiela: category-specific size guide

Yohji Yamamoto: measuring garments

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