

The Union Of Our Dreams: Louis Vuitton x Nike

Your everyday comfort sneaker gets a high-end fashion upgrade

By Mehreen Hassan

Streetwear enthusiasts and high-end fashionistas are in for a treat this summer. The daddy of all athleisure wear brands has collaborated with one of the premium high-end fashion European (read global) labels. Yes, we are talking about none other than the recent collaboration between Nike and Louis Vuitton for one of Nike's most commercially successful and loved products; the Nike Air Force 1 sneaker.



This collection is the product of Louis Vuitton's artistic director Virgil Abloh's lifelong ambition and dream, and the last project that he worked on before he passed away. Abloh was recognized for his out-of-the-box design aesthetics and unconventional approach to fashion. The forward-thinking designer was always ahead of the curve and believed that radical and innovative design could be envisioned on a mass scale. He lived for experimenting and taking style into unexplored territories. That was his dream for his designs at Louis Vuitton.

The dream collection features 47 reinterpreted versions of the very successful and popular Air Force 1 sneaker by Nike and the shoe will be called the 'LV x Nike Air Force 1 by Abloh sneaker.'



Air Force 1's have been a global favorite choice in kicks for decades, adopted by the hip hop fashion movement and streetwear fans from all corners of the world. The traditional custom design of the shoe serves as a blank canvas for Abloh's innovative design aesthetics, manufacturing techniques, and a plethora of colors, fused with the heritage Louis Vuitton iconography.



Although images of different versions of the shoe from this mouth-watering collaboration have been floating around on the web for a while now, the collection was officially unveiled to the public on Saturday, May 21st, at the Greenhouse Terminal Warehouse in Brooklyn, New York. The display is in the form of small holographic displays of each design next to its real-life counterpart. The exhibition will be up and free for viewing till May 31st. Though there are 47 different designs in the collection, 9 of these will be available for sale starting early June.

What sets these fast-forward and edgy Air Force 1's apart from their mainstream traditional version are the signature Virgil Abloh tweaks and touches like exaggerated stitching details, bright color combinations and patterns, and laces printed with the word "LACET" on them.



The luxury shoes' lowest price point will start at around \$2750 for the low-top styles and up to \$3450 for the mid-top versions. From there on, the price only increases about 20 times for the standard Air Force1 high ankle styles. Thus becoming prized possessions of the rich and famous and some high-end fashion fanatics who will spend all their savings happily to own a pair is highly predicted. After all, it's not every day one gets a luxurious update to their daily wear sneakers.



As can be observed from all the various cutting edge designs, this collaboration between the powerhouse of high-end fashion, Louis Vuitton and the top sportswear manufacturer Nike takes your conventional Air Force 1 sneaker into the realms of luxury streetwear. It is symbolic of the unexplored and uncharted possibilities in fashion.

This is not the first time the fashion world has witnessed a collaboration between high-end luxury and sports brands. Previously there have been a few collections, such as the Vivienne Westwood x Asics partnership. However, what the past collaborations lacked was depth in design philosophy and attitude. As Abloh puts it, it is not just the physical manifestation of colors and iconography; it is about the voice and internal idea behind the design.