

The Louis Vuitton Fake

Counterfeit bags have a linear lifecycle: manufactured, sold, bought, burned. That is, if they're not confiscated before, in which case they head straight to the incineration landfill. Due to IP laws and rights, counterfeit items can not be donated or reused. This design solution imagines the repurposing of Louis Vuitton counterfeit bags in the case of the luxury brand taking responsibility for the issue – which, though not innately their fault, wouldn't exist without them all the same. In Madrid, the confiscated counterfeits would find their way to the redesigned Louis Vuitton store in Calle Serrano, instead of ending up in the landfill. This case study focuses on the Louis Vuitton Speedy 30 bag.

Laura Holtslag-Alvarez, Haya Zaru, Tamar Bomballi



1 Intellectual Property Director

A character well-versed in the ins- and outs- of Louis Vuitton's IP laws, this figure determines what features of the counterfeits are infringements, and so need to change.



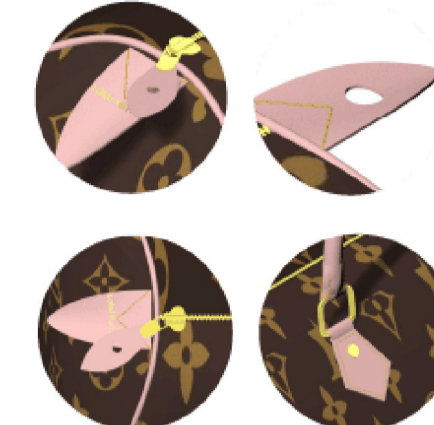
2 Creative Director

This character analyses the information provided by the IP director, and devises original Louis Vuitton designs using the counterfeited bags.

Real



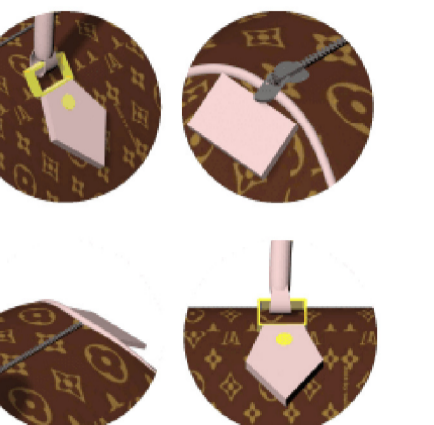
Super Fake



Regular Counterfeit

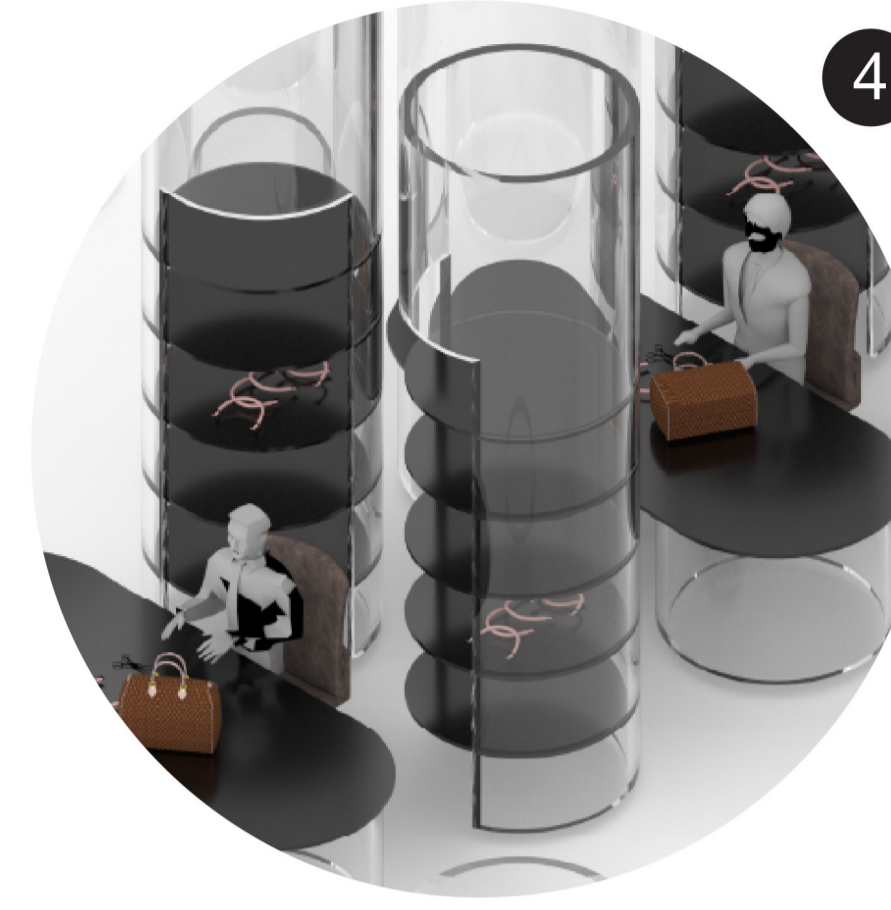


Cheap Counterfeit



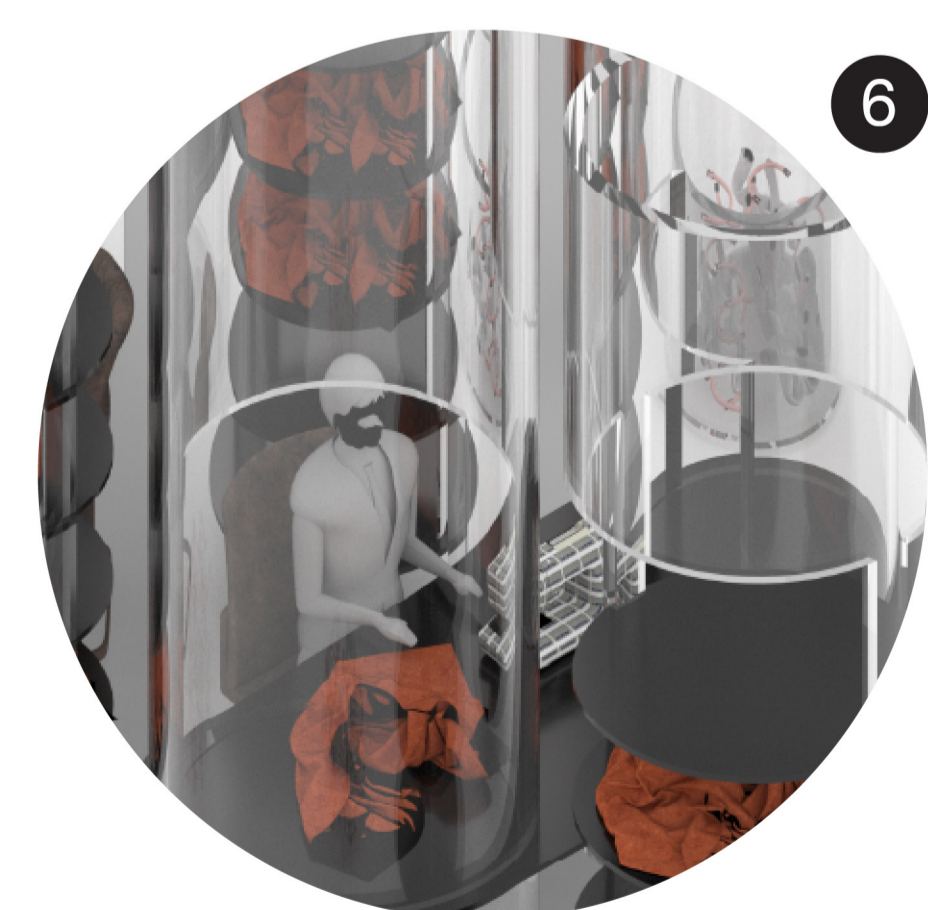
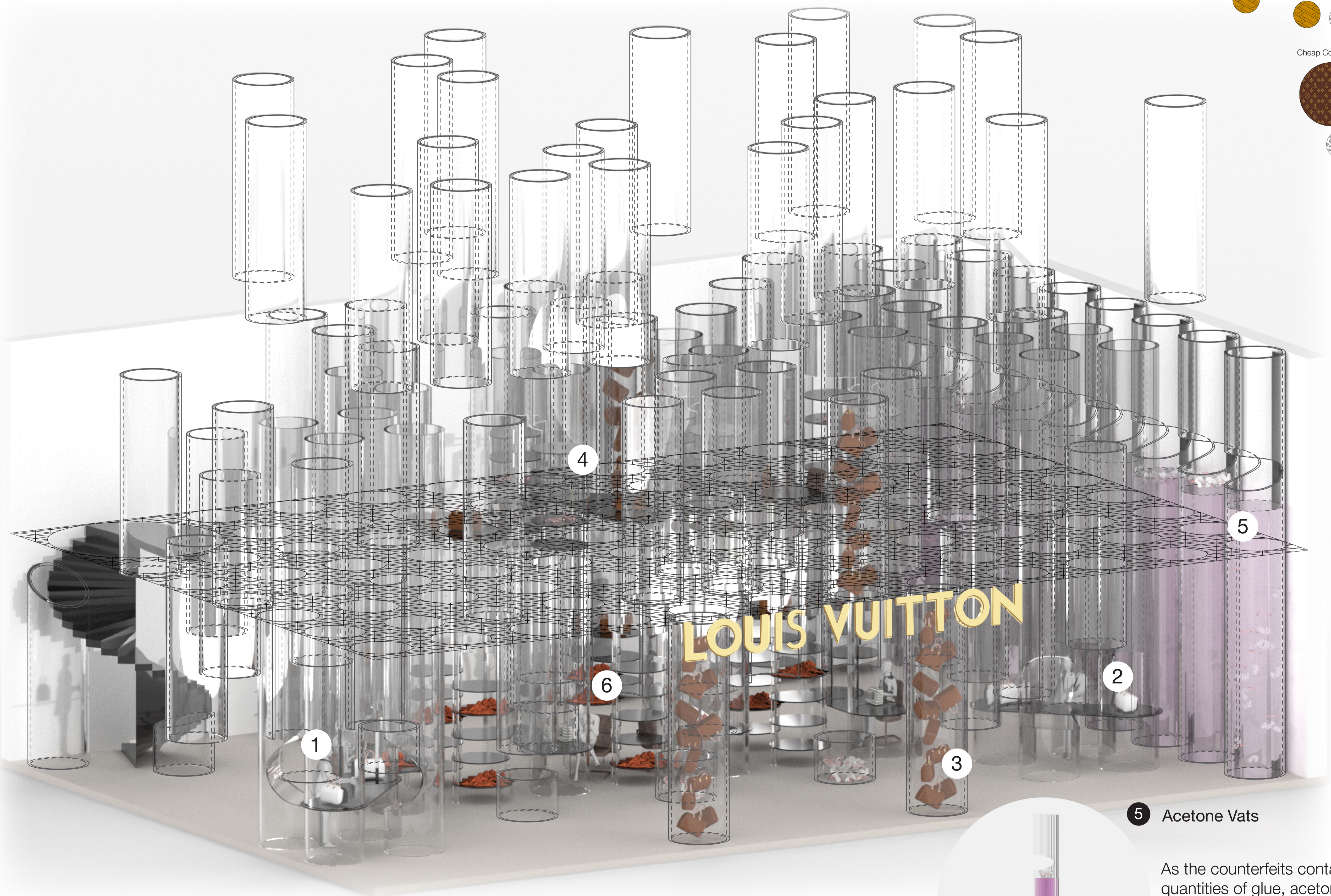
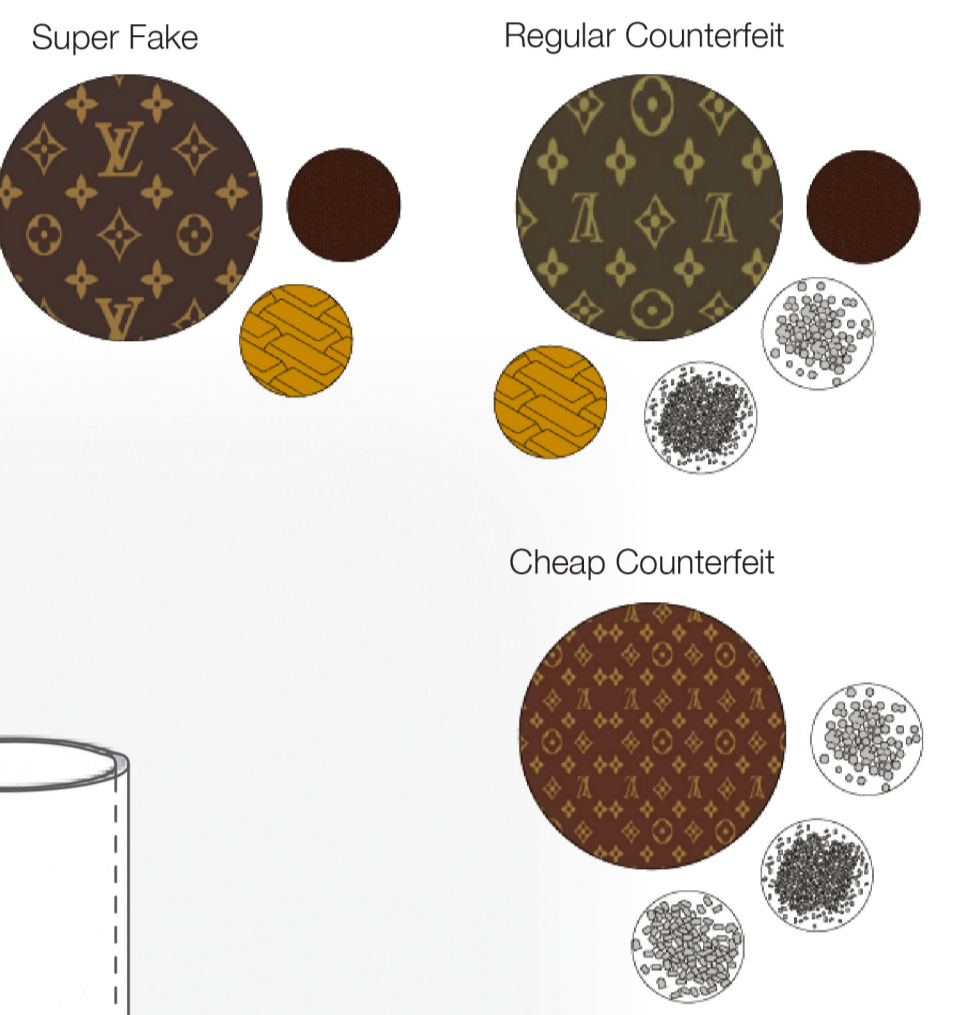
3 Glass Tubes

Providing transparency of operations, glass tubes throughout the store function to aid the process, such as storing and transporting the bags and materials between levels through vertical displacement.



4 Dismantling Team

The counterfeit bags are dismantled and their materials separated based on plastics, metals, fabrics, cardboard, and pleather.



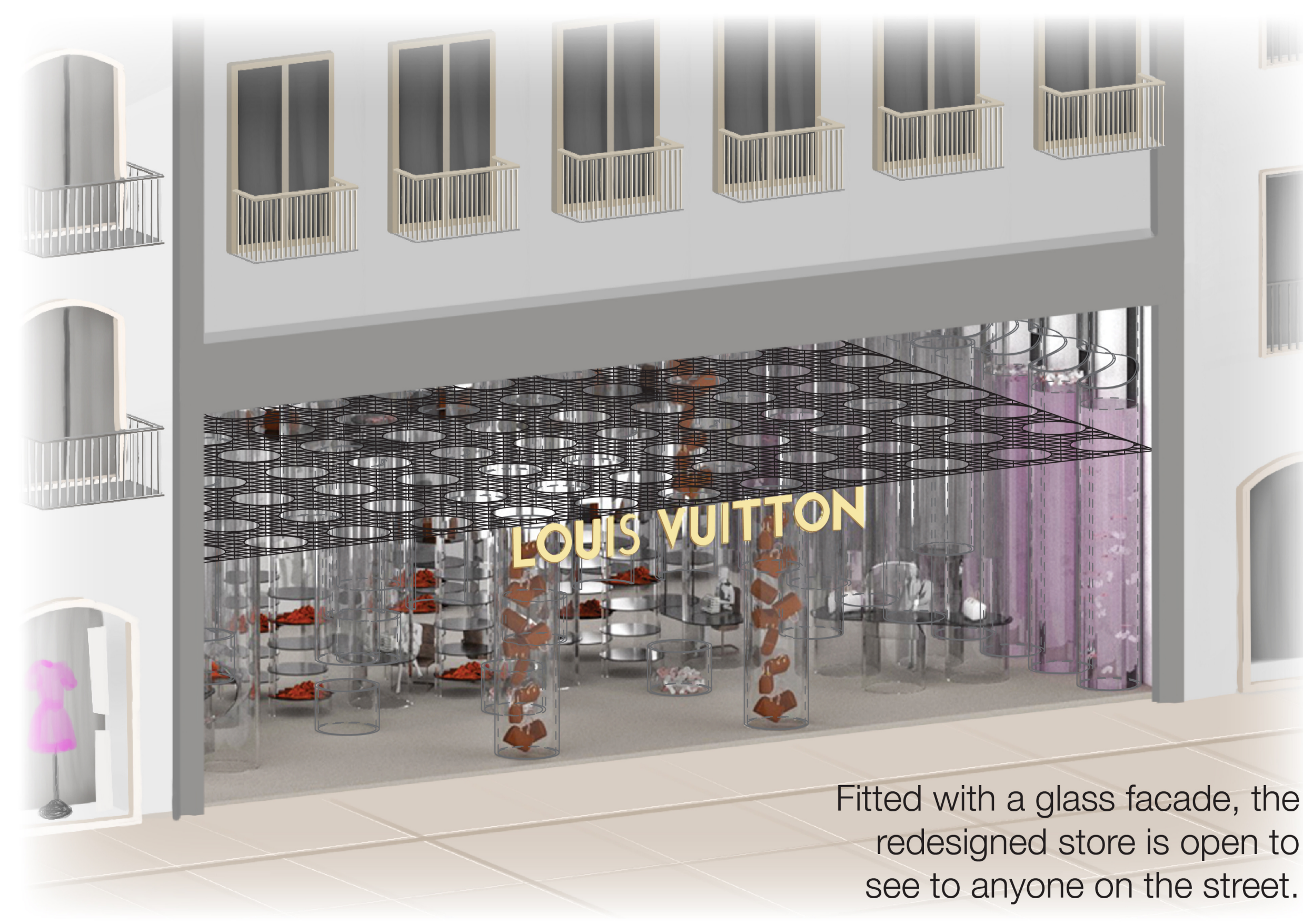
6 Creative Team

Finally, the creative team takes the dismantled, cleaned materials and reassembles them into the designs curated by the Creative director. The result are a series of unique and original Louis Vuitton designs, reusing and repurposing otherwise doomed counterfeited bags.



5 Acetone Vats

As the counterfeits contain large quantities of glue, acetone vats fitted inside some of the glass tubes serve to dissolve the adhesive from the dismantled materials.



Fitted with a glass facade, the redesigned store is open to see to anyone on the street.