

To: CHARLES T. J. WEIGELL(Weigell-Docket@fzlz.com)
Subject: U.S. Trademark Application Serial No. 97068753 - VUITTON - LVT 2112088
Sent: October 31, 2023 03:51:59 PM EDT
Sent As: tmng.notices@uspto.gov

Attachments

[screenshot-www-lifestyleasia-com-kl-style-fashion-the-history-of-french-luxury-brand-louis-vuitton-16987742162511](#)
[screenshot-www-nameslist-org-surname-Vuitton-16987759631601](#)
[screenshot-lastnames-myheritage-com-last-name-Vuitton-16987760119511](#)
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United States Patent and Trademark Office (USPTO)
Office Action (Official Letter) About Applicant's Trademark Application

U.S. Application Serial No. 97068753

Mark: VUITTON

Correspondence Address:

Charles T. J. Weigell
FROSS ZELNICK LEHRMAN & ZISSU, P.C.
151 W. 42ND STREET, 17TH FLOOR
NEW YORK NY 10036
UNITED STATES

Applicant: LOUIS VUITTON MALLETIER

Reference/Docket No. LVT 2112088

Correspondence Email Address: Weigell-Docket@fzlj.com

REQUEST FOR RECONSIDERATION AFTER FINAL ACTION DENIED

Issue date: October 31, 2023

Applicant's request for reconsideration is denied. See 37 C.F.R. §2.63(b)(3). The trademark examining attorney has carefully reviewed applicant's request and determined the request did not: (1) raise a new issue, (2) resolve all the outstanding issue(s), (3) provide any new or compelling evidence with regard to the outstanding issue(s), or (4) present analysis and arguments that were persuasive or shed new light on the outstanding issue(s). TMEP §§715.03(a)(ii)(B), 715.04(a).

Accordingly, the following requirement(s) and/or refusal(s) made final in the Office action dated April 12, 2023 are **maintained and continued**:

- Surname refusal

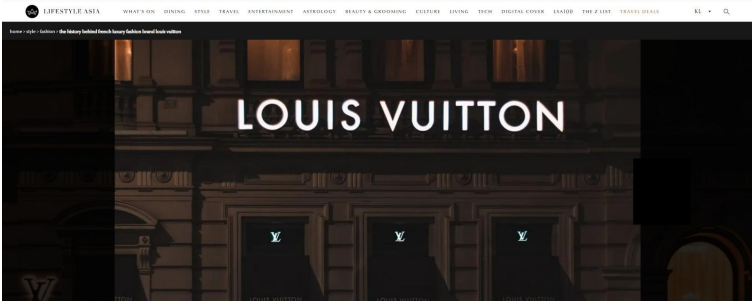
See TMEP §§715.03(a)(ii)(B), 715.04(a).

Applicant's arguments have been considered and found unpersuasive. Please see the previously and presently attached excerpted representative articles showing the use of VUITTON as primarily merely a surname rather than as a historical figure name. The alleged renown of Louis Vuitton in the bags and fashion industry does not establish that VUITTON is no longer perceived as a surname by purchasers. Indeed, the fame of Louis Vuitton supports the determination that VUITTON is primarily merely a surname.

If applicant has already filed an appeal with the Trademark Trial and Appeal Board, the Board will be notified to resume the appeal. See TMEP §715.04(a).

If applicant has not filed an appeal and time remains in the response period for the final Office action, applicant has the remainder of that time to (1) [file another request for reconsideration](#) that complies with and/or overcomes any outstanding final requirement(s) and/or refusal(s), and/or (2) [file a notice of appeal](#) to the Board. TMEP §715.03(a)(ii)(B).

/Alex Seong Keam/
Attorney-Advisor
U.S. Patent and Trademark Office
Law Office 114
(571) 272-9176
Alex.Keam@USPTO.GOV



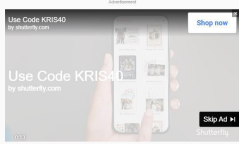
The history behind French luxury fashion brand Louis Vuitton

MANAS SING GUPTA

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Often hailed as the world's most valuable luxury brand, Louis Vuitton needs no introduction. Yet, its hallowed stature in the world of fashion and humongous business enterprise demands a retelling of the glorious history of Louis Vuitton. It is, after all, built on the dreams and aspirations of a teenager some 200 years ago—one that has and will continue to inspire countless generations.

Louis Vuitton, the brand, is today a division of LVMH Moët Hennessy Louis Vuitton, simply known as LVMH or Louis Vuitton—a holding company which came into being in 1987 with the merger of the fashion house with Moët Hennessy.



One can get an idea about how massive LVMH is today through some of the luxury fashion brands it controls—Bulgari, Celine, Fendi, Givenchy, TAG Heuer, and Tiffany & Co. among others. Each brand has a storied history of its own and its own distinct image. And all of them are technically managed by LVMH, which functions within this

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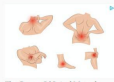
umbrella as a distinct identity drawing from its history from about two centuries ago.

As of 2020, the Louis Vuitton company had 23,000 employees, 460 boutiques and over USD 10 billion in annual sales. Most famous for its bags, the house is also renowned for its ready-to-wear clothes, jewelry, watches and other luxury lifestyle accessories.

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Here's all you need to know about the French luxury brand Louis Vuitton

How it all started



The Louis Vuitton store in Paris, France. (Image: © 2020 Louis Vuitton)

The story of Louis Vuitton began with the dream of its namesake founder. Founder Louis Vuitton was only 18 years

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old in 1857 when he began his apprenticeship with trunk maker Monsieur Marchal in Paris, France. His arrival in the city is something immensely inspiring. Vuitton, who was born in Orbigny, walked 450 km from his birthplace to the European metropolis to fulfil his dream of becoming a malleter, or trunk maker.

Vuitton's talent helped him get noticed at the Palais national during a time when clients had their trunks custom-made. After sharpening his skills for 17 years at Monsieur Marchal's atelier, Vuitton opened his own workshop at 4 Rue Neuve-des-Capucines, near the Place Vendôme, in Paris in 1854.

This was an opportune moment for Vuitton as only a year ago, he had been appointed by Eugénie de Montijo, Empress of the French, as her official trunk maker and packer.

In 1859, Vuitton moved his trade to the commune of Asnières-sur-Seine in the city. The workshop at Asnières-sur-Seine is today a prime symbol of Louis Vuitton's heritage and is at the centre of everything the fashion house has ever created.

At the time of its opening, the label had just 20 employees. By 1914, 225 workers were employed at the Louis Vuitton building in Asnières-sur-Seine. Around 170 craftspeople still work at the atelier, which functioned as the only workshop of the brand until 1957.

Today, the site is like a pilgrimage for the brand's patrons. Besides being an active workshop, where the design and production of Louis Vuitton products for global markets continue, the Asnières-sur-Seine grounds have an Art Nouveau-style private museum as well, which once served as the Vuitton family residence.

The Asnières-sur-Seine atelier is extremely significant in the history of the Louis Vuitton brand. This is where the brand's flat-top grey trunk, also known as the Titanoon trunk, was produced.

The first custom Louis Vuitton trunk was designed for banker Albert Kahn. However, one of the greatest products ever produced by Louis Vuitton was perhaps a customised bed trunk for French explorer Pierre Savorgnan de Brazza in 1874. The bed trunk was basically a customised trunk that would convert into a bed — an ideal accessory for someone like Brazza. The illustrious explorer would remain a loyal customer of the brand till his death in 1905.

Revolutionising Louis Vuitton locks

In 1874, the bed trunk was basically a customised trunk that would convert into a bed — an ideal accessory for someone like Brazza. The illustrious explorer would remain a loyal customer of the brand till his death in 1905.

Revolutionising Louis Vuitton locks



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Photo: iStock.com/stevenforan for an expansion in pick-proof (Image credit: iStock.com/stevenforan)

The bed trunk was revolutionary, as its flat top made it more transportable and stackable than rounded-top trunks. As it was also a period when people travelled primarily in horse-drawn carriages, ships or steam locomotives, flat tops ensured that the bags could be stacked easily, resulting in better handling of baggage.

Although the trunk became instantly famous, there was still a major problem haunting founder Louis Vuitton — theft. In those days, belongings were often stolen from trunks by ingenious thieves.

Thus, Georges Vuitton, Louis Vuitton's only son, worked with his father to design a lock mechanism in 1866, which completely revolutionised baggage safety. The system, which came with two spring buckles, was renowned for being pick-proof. Later patented by Georges, the lock has been so effective that Louis Vuitton bags continue to feature it to date.

Georges took over the reins of the brand, which was still known as a luxury luggage maker, after Louis Vuitton passed away at the age of 79 in 1907. A year later he presented the brand for the first time outside of France at the Chicago World Fair.

In fact, Georges' ingenuity was key to the expansion of his father's eponymous brand into a globe-trotting giant in the world of luxury living.

The iconic Louis Vuitton monogram

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Herzog & Margrethe's 1966 creation, "Traveling" for Louis Vuitton, with the monogram. (Image credit: Louis Vuitton)

One of the most famous things that Georges did during his time as the head of the luxury fashion house was to give it an enduring symbol — the world-renowned Louis Vuitton Monogram.

The brand had been struggling with counterfeiters of its products even when its founder was alive. He started using Damier print canvas and hand-painted striped patterns on future Louis Vuitton trunks in 1876 to distinguish Louis Vuitton authentic products from cheap copies. The Damier print canvas was especially noteworthy, for it was marked "marque L. Vuitton déposée" on the inside.

In 1986, Georges designed the brand's beige-on-beige signature monogram canvas, showcasing graphic flowers and quailfeet with his father's initials, "LV." The classic monogram has featured prominently on nearly every product that the luxury label has since produced. Though its design underwent minor modifications, the monogram has remained the defining symbol of the brand, making its creations easily distinguishable in the world of luxury lifestyle.

Louis Vuitton celebrated the 100th anniversary of the monogram in 1996 by inviting six fashion designers — Vivienne Westwood, Romeo Gigli, Shihua, Marcelo Blahnik, Isaac Mizrahi and Helmut Lang — to create unique Louis Vuitton luggage pieces while incorporating the iconic print. The collection, which included a vinyl record box, a backpack with a Vuitton umbrella and an oval-shaped shoe trunk, was then exhibited across the world.

A historic request and a controversy

By the first quarter of the 20th century, the brand caught the eye of French fashion designer and businesswoman Coco Chanel. And in 1925, she requested the brand to produce the iconic diamond handbag, which was then dubbed Square. Thirty years later, the same Louis Vuitton bag would be renamed Alaïa.

The success of the collaboration led to the creation of the Louis Vuitton Speedy and the Keepall among other compact bags in the 1930s.

It was in 1936 that Louis Vuitton's "Globe-trotter" suitcase was first seen. The brand's most famous suitcase was created in 1936. As the success of the collaboration led to the creation of the Louis Vuitton Speedy and the Keepall among other compact bags in the 1930s.

Given Louis Vuitton, Georges' eldest son, took up the brand's reins following the death of his father in 1956. As Europe plunged into World War II, Cancon steered the brand through the turmoil while ensuring that it remained relevant and innovation continued unabated.

However, this period may have stained the brand. *The Guardian* in 2004 reported that a book titled *Louis Vuitton: A French Saga* by French author Stéphane Bernheim alleged that members of the Vuitton family supported the Vichy

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regime under Marshal Philippe Pétain and made money from business deals with the Germans during World War II. Boucicaut told the media house that when she asked for details of the brand's wartime activities, the company told her that documents from the years 1939 to 1942 had been destroyed in fire.

By the time of the revolution, Louis Vuitton was already under the ownership of LVMH. According to The Guardian, an LVMH spokesperson told the French satirical magazine Le Canard Enchaîné, "We don't deny the facts, but regrettably the author has exaggerated the Vichy episode."

Following the revolution, an LVMH spokesperson told The Guardian, "This is ancient history. The book covers a period when it was family run and long before it became part of LVMH. We are diverse, tolerant and all the things a modern company should be."

Celebrities carrying LV bags and the LVMH merger



House ambassador Lila Sigheer poses with the new pastel-colored Capucines. Image credit: Louis Vuitton (@louisvuittonfr) on Instagram



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Besides the controversy, Louis's time as the head of the family legacy was instrumental in building upon the foundations and pillars laid by his father and grandfather.

He introduced leather into Louis Vuitton esaueters and in 1966, unveiled the cylindrical Papillon bag, which continues to be one of the most famous products by the Louis Vuitton label.

During the 1960s, with its growing renown, Louis Vuitton bags were being spotted on celebrities, including French singer and actress Juliette Gréco and French actress Catherine Deneuve, as well as the latter's fashion photographer husband David Bailey.

Italian actress Anna Magnani was famously photographed during her vacation in Paris in 1960 with a stack of Louis Under him, the luxury fashion house started expanding with more stores in major cities outside France. Within 10 years of Racamer assuming charge, the Maison opened over 100 stores globally.

In 1984, the business ceased to be family-owned and went public before merging with the luxury champagne brand Moët et Chandon and organic brand Hennessy three years later to form, what is today, LVMH.

Racamer was in charge of LVMH until a legal tussle led to his ouster and Bernard Arnault taking control in 1990. Interestingly, while Louis Vuitton was a phenomenon in luxury bags, its gargantuan rise in the world of fashion did not really begin until the 1990s.

As a brand, Louis Vuitton embarked on its new expansion of the luxury fashion world and the contemporary desiring of an elite clientele, primarily after becoming part of LVMH.

The seed of this new orientation towards fashion was planted after Yves Carville became the brand's president in 1990 — the same year when the Vuitton family's managerial control over the brand effectively ended.

Seven years later, Louis Vuitton would get on board a young New York-based fashion designer who would not only elevate the brand as a label but also transform the world of fashion; he was Marc Jacobs.

The rise of Louis Vuitton under Marc Jacobs



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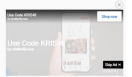




Image credit: Instagram

Jacobs, an American, arrived at Louis Vuitton as its creative director in 1997 and the following year, he launched the brand's first-ever ready-to-wear line.

This began the brand's skirted rise as a fashion behemoth, which today stands as tall as its equally illustrious competitors outside of the LVMB umbrella such as Gucci, Balenciaga, Calvin Klein, CHANEL and Burberry.

Jacobs was a master conductor of the runway. His innovative designs had a magnetic pull on fashion enthusiasts, and supermodels, such as Naomi Campbell and Kate Moss, walked the runway wearing the creations.

During his 16 years at Louis Vuitton, Jacobs gave a new identity to the classic monogram canvas by using them liberally on everything — from hats to shoes and jackets — as a print pattern. Many of the creations were available for sale in Louis Vuitton stores, helping the brand reach out to an even wider set of high-net-worth patrons who wanted to be seen in Louis Vuitton fashion.

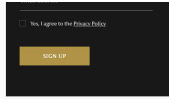
The immensely creative mind of the maverick fashion designer was also instrumental in the brand's collaborations with some of the finest contemporary artists of the world. This included Louis Vuitton's iconic bags and was marked as the name suggests, Sprouse overlaid the Speedy bag with the words "LV", "Speedy" and "Louis Vuitton" appearing in spray-painted graffiti rendered in myriad colours. This unique styling was a far cry from the more sophisticated appearance of the usual LV monogram.

It was a megahit among all Louis Vuitton fans, so much so that Sprouse's graffiti style was reused by Jacobs multiple times. One of them was a special tribute to the artist in 2009 in which Jacobs used a rose drawn by Sprouse on Louis Vuitton bags.

Another famous collaboration of Jacobs was with Takashi Murakami. The legendary Japanese contemporary artist gave his own spin to the LV monogram, releasing bags bearing the iconic brand symbol in playful colours, including hot pink, turquoise and Kelly green.

Dubbed the Monogram Multicolore collection, its design has been a major hit with younger fans of Louis Vuitton ever since.

Murakami and Louis Vuitton continued their collaboration over the decade with collections, including Cherry Blossom (2003), Monogramouflage (2009) and Cosmic Blossom (2010), rotating everything — from cherry blossom



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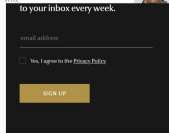
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Jacobs remained at the helm of the creative at Louis Vuitton till 2014. He left his position to completely focus on his eponymous label, which he had founded years before joining the French luxury brand.

Fashion legends Nicolas Ghesquiere and Virgil Abloh bring in new perspectives



125 members wearing Louis Vuitton outfits by Virgil Abloh. Image credit: Louis Vuitton

French fashion designer Nicolas Ghesquiere was appointed artistic director of women's collections in November 2013, a month after it was revealed in the press that Jacobs is planning to leave the brand.

Ghesquiere, who was formerly the creative director of another world-famous luxury fashion label, Balenciaga, immediately got down to business and released the Petite Malle bag at the Fall 2014 fashion show. The Petite Malle, whose name means "small trunk," is universally hailed as one of the best Louis Vuitton products.

For the Petite Malle, Ghesquiere drew inspiration from the earliest days of Louis Vuitton and recreated the brand's original trunk shape and design as a miniature handbag. As such, its design incorporates the iconic LV S-lock, calfskin leather and golden brass detailing that were signature aspects of the early trunks.

For his first, highly anticipated collection for Louis Vuitton, Ghesquiere borrowed the style ideas from the 1980s through the early '90s to create race-leather pants, abbreviated A-line skirts, zip-up high-necked sweaters and bony jackets. The use of leather and the designer's geometric perfection across the creations instantly appealed to everyone.

While Ghesquiere continued getting the brand the attention it deserved in the women's line, the men's line was being handled by Kim Jones.

As the men's artistic director since 2011, Jones was instrumental in bringing streetwear style to the house and made headlines for the brand's collaboration with American clothing company Supreme.

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Jones, however, left Louis Vuitton for Dior Homme. In 2018, his vacant position was filled by one of the greatest names in the world of fashion — Virgil Abloh.

As the men's artistic director since 2011, Jones was instrumental in bringing streetwear style to the house and made headlines for the brand's collaboration with American clothing company Supreme.

Jones, however, left Louis Vuitton for Dior Homme. In 2018, his vacant position was filled by one of the greatest names in the world of fashion — Virgil Abloh.

The French luxury brand appointed Abloh as its men's artistic director, which made him the first person of colour to hold the position at Louis Vuitton.

Abloh, who founded the label **Off-White**, debuted 50 styles for Louis Vuitton as part of his first collection, known as Colour Theory, at the Paris Fashion Week in June 2018. Models walked down the ramp wearing unique apparel. These included anoraks with cuts at the back to fit in bum bags, leather vests with the LV monogram, and double-breasted wood-mesh blazers. The models sported accessories such as the **Patte d'Ange** and **Korpuil**, reimagined in multiple colours, made leather and hardware detailing.

The year 2021 was especially significant for both Abloh and Louis Vuitton with BTS, the globally renowned Korean pop boy band, becoming the new ambassadors of Louis Vuitton in April. The boy group joined the likes of Emma Stone, Sophie Turner and Naomi Osaka as the face of the brand.

In July, the group made its runway debut with a special fashion film at Louis Vuitton's Fall/Winter 2021 menswear show in Seoul wearing Abloh's creations.

All seven members — Jungkook, J-Hope, V, RM, Jin, Suga and Jimin — were dressed differently, and their looks were uniquely accentuated. These included monogrammed sunglasses, white and green LV trainers, Louis Vuitton coffee cups and long coats with airplane motifs.

Outside of fashion, LVMH and Abloh reached an agreement under which the conglomerate took a majority stake in Off-White.

Abloh's association with Louis Vuitton was, however, cut short by his untimely demise in November 2021. He had been diagnosed with a rare form of cancer in 2019. Louis Vuitton released his final collection in April 2022, for which Abloh partnered with Milan-based tattoo artist Qhousi Loro.

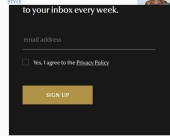
Louis Vuitton sees a future in the metaverse

The French fashion house is one of the earliest brands which took a deep interest in the future of fashion in the metaverse — a concept that is broadly understood as a platform where people can interact with each other and their environment virtually.

As part of it, the brand launched an adventure-based game, known as *Louis the Game*, in August 2021 to commemorate the 200th birth anniversary year of founder Louis Vuitton.

Introducing Louis The Game, Jean Vincent is collecting 300 birthday candles as the estracee #LouisVuitton's lucky over two countries and try to find one of the 30 precious NFTs. Discover the new game in honor of #LVS200 at <https://t.co/5pM33CQz> or <https://www.louisvuitton.com/5pM33CQz>

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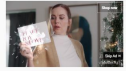
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— Louis Vuitton (@louisvuitton) August 20, 2022

Playing as Louis Vuitton's mascot, Vivienne, gamers need to collect 200 avatars by drawing their avatars in the digital versions of Louis Vuitton fashion wear. The primary attraction of the game is one-of-a-kind NFTs — digital assets that are integral to the metaverse. Acclaimed digital artist Beeple created 50 NFTs for *Louis the Game*. By April 2022, the game had been downloaded over two million times. New NFTs have been added, and players get a chance to collect more through special events like the NFT raffle, the last of which ended on 4 August 2022. (Main image: cody.gallo/@gallocoody/Instagram; Featured image: Louis Vuitton/@louisvuitton/Facebook)

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Manas Sen Gupta

Manas Sen Gupta writes at the intersection of tech, entertainment and history. His works have appeared in publications such as The Statesman, Myermer Matters, Hinduistan Times and Newslife ET. In his spare time, Manas likes studying interactive charts and topographic maps. When not doing either, he prefers reading detective fiction. Spring is his favourite season and he can happily eat a bowl of noodles any time of the day.

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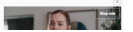
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Vuitton meaning | Last name Vuitton origin

Following is the meaning of Vuitton surname. Family name Vuitton is generally added after the name or middle name so also called last name.



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No. of characters: 7

Origin: France

Meaning: Currently, no meaning found for Vuitton



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Vuitton is used as a family name or surname in France languages. Vuitton has 7 characters long in length.

Vuitton is ranked 356154 in our list.

How popular is Vuitton?



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Vuitton is a very rare surname, few people in France have the family name and might be arised from France. Around 782 people have been found who wears Vuitton as their family name. Vuitton is used widely across the globe.

More detailed information can be found below:

#Rank	Country	Count
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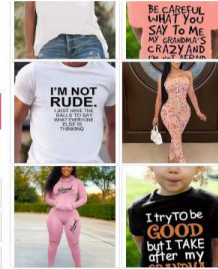
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#135,535 Australia 9

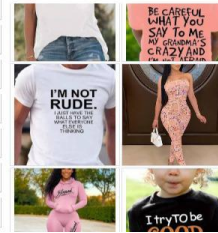
Vuitton is a very rare surname, few people in France have the family name and might be arised from France. Around 782 people have been found who wears Vuitton as their family name. Vuitton is used widely across the globe.

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#8,438	China	5
#32,086	Mexico	3
#108,034	Italy	3
#54,135	Philippines	2
#9,185	Hong Kong	2
#810,193	Indonesia	1
#53,033	Nigeria	1
#7,292	Vietnam	1
#5,553	Taiwan	1
#107,212	South Africa	1
#36,678	Singapore	1
#123,175	Tanzania	1
#7,847	Albania	1
#118,015	Netherlands	1
#28,746	Algeria	1
#120,357	Argentina	1
#91,024	Belgium	1
#8,500	Dominican Republic	1



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#17,236

Ghana

1

Full Last Name Distribution



Comments :

Lola Grimes

Vuitton is a form of familiere vuitier, regional variant guttier: original personal name widhari, consists of wid meaning wood and hari which means army.

Celebrities having Vuitton surname

Erika Vuitton Film actress

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Louis Vuitton Businessman

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Surname is added at the end of the first name also known as given name. Most of the time, a family name is used as a surname. You might not know the meaning of Vuitton surname. We have collected information regarding the meaning and origin of Vuitton and displayed for better understanding of surnames. Discover how Vuitton is originated?

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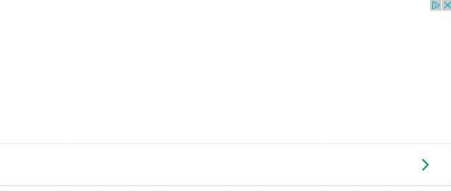
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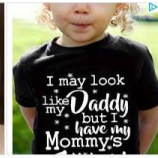
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Explore the Vuitton Family Name

Discover the story behind Vuitton surname

Historical records offer an unusual window into your family's past. Learn more about the Vuitton family, where they lived and what they did for a living. Search for birth records, death certificates, and immigration data, among other information in historical collections. Find the names and birth dates of Vuitton family members, different addresses of residence, family members' occupations as well as death and burial information.

We found 28,971 records for Vuitton last name

6,390 Birth, Marriage & Death

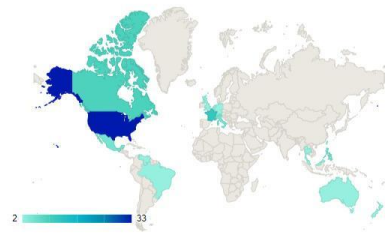
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More information on the Vuitton family is available on MyHeritage

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Georges Ferréol Vuitton

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From Wikipedia, the free encyclopedia

Georges Ferréol Vuitton (13 July 1857 – 26 October 1936) was the only child of Louis Vuitton (1821–1892; French designer and trunk maker for Empress Eugénie de Montijo) and Clemence-Emilie Vuitton, who succeeded his father as head of the Louis Vuitton brand, which is now a brand under the umbrella of the parent company LVMH. Georges is commonly known for his creation of the widely-used LV monogram canvas print, created as an homage to his father and to combat counterfeits. He is also known for making Louis Vuitton products available to purchase internationally. After Georges Vuitton's death in 1936, his son Gaston Louis Vuitton (1883–1970) succeeded him as head of the Vuitton brand.

Georges Ferréol Vuitton
Born: 13 July 1857, Asnières-sur-Seine, France
Died: 26 October 1936 (aged 79), Asnières-sur-Seine, France
Occupation(s): Designer and head of Louis Vuitton
Predecessor: Louis Vuitton (father)
Successor: Gaston Vuitton (son)
Spouse(s): Josephine Vuitton, née Patrelle
Children: 5

Early life

When the French designer Louis Vuitton (son of Trunk maker Xavier Vuitton and Corinne Gaillard from the Jura region of Eastern France) was 35 years old, his wife Clemence-Emilie Vuitton gave birth to their first son and child Georges Ferréol Vuitton on 13 July 1857 in Asnières-sur-Seine where the brand Louis Vuitton was based, until the end of the Franco-Prussian War when the original Vuitton main trunk manufacturing workshop was completely destroyed forcing the young family to move to Paris in 1871 where Georges subsequently lived. Georges was the only child of Louis and Clemence-Emilie Vuitton and quickly began learning the trade his Father practiced- Trunk making for Louis Vuitton. Louis and Clemence-Emilie sent Georges to school in Jersey to learn to speak English as Louis was not comfortable speaking English to his wealthy clients. After Louis Vuitton died aged 70 years old on 27 February 1892, and then his son Georges took over as the head of the luxury trunk and bag making business and was the first Vuitton man to bring the brand out of France and onto the global stage by showing it off at the Chicago World Fair in 1893.

Career

Throughout Georges Ferréol Vuitton's life as the head of Louis Vuitton, he created and changed many aspects of the brand. His work aided the brand in becoming one of the most popular French luxury brands and one of the most successful companies owned by parent company LVMH. Georges was the first to bring the brand to the global scene. He created the LV monogram canvas, the Car trunk, innovated on locks that became the Tumbler lock, started the Le Voyage book series, and began giving VIP trunk Vuitton gifts to Louis Vuitton's most loyal customers.

LV Monogram Canvas

Due to the popularity of the brand, many counterfeit products appeared in France and were sold at much lower prices that reflected their poor craftsmanship. In 1896, in response to counterfeiters, Georges created a complicated pattern that would cover his trunks and reduce counterfeits due to the difficulty in creating the pattern. This resulted in the creation of the LV monogram canvas, which was both a response to counterfeiters and a homage to his father Louis Vuitton. This canvas is covered with diamonds, the LV logo, flowers and quatrefoils and other shapes that have become a key part of the brand's image. Despite its creation in 1896, it was not until 1905 that the patent for the LV monogram canvas was granted.

1897– Car Trunk

A large part of Georges Ferréol Vuitton's life was his love of automobiles and traveling in them. His interest became a significant part of the car Vuitton trunk, but the trunk created was not meant to be the...



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Louis Vuitton Book- Le Voyage

Personal life

Death

Describe an essential part of the Louis Vuitton trunks and how the trunk created and innovated on them. Georges saw many trunks that were being made without the idea of them being put into automobiles in mind. He wanted to innovate and change this.^[8] He decided that a traveller should be able to travel in a car with the same amount of cargo one could take on a boat or a train, so he created a more sturdy and space-efficient trunk than was previously manufactured.^[9] Georges' solution was to use new materials he had not previously used to create his trunks, including a black waterproof cloth that coated every trunk to ensure durability.^[5] Louis Vuitton also decided to bevel each closure of the trunk rendering the new trunks not as susceptible to issues caused by rain and dust.^[6] Georges understood that in traveling in a car, the trunks need to be stacked on top of each other to use space efficiently, so he revolutionized the creation of trunks by squaring the edges and with flat tops and bottoms,^[8] making them perfect for stacking rather than the typical rounded edges that were common at the time.^{[7][9]} In doing so, Vuitton bought the frame of an automobile (car chassis)^[9] so that he could create his own car and he entrusted this mission to multiple different bodybuilders of cars such as Labourdette, Rothschild and Janteaud.^{[9][8]} He commissioned them to create an automobile that he could then use to match and design his own car trunks.^[1] In the year of 1897, Georges Ferréol Vuitton presented the first prototype of the new trunk that he created—the Car trunk.^[9] He presented his prototype and ideas at multiple automobile trade shows.^[6] During George Ferréol's reign over Louis Vuitton, he also created many other trunks such as the 'Perfect Trunk' for men's changing rooms, and the Louis Vuitton Aero Trunk^[9] in 1921 to accompany the creation of Helicopter prototypes by his twin sons Jean and Pierre.^[9]

The Tumbler Lock [edit]

In the late 1800s and early 1900s, most travelers used trunks which were the main produce of Louis Vuitton.^[5] Unfortunately trunks mostly had an easy lock to pick by burglars who recognized the expensive Louis Vuitton trunks and what may possibly be kept inside by its wealthy owner.^[3] To combat this, Georges and his father Louis in 1886 decided to innovate on the lock and create a brand new one.^{[1][4]} After many years Georges was finally able to patent a lock that was so difficult to pick him and Louis Vuitton invited Harry Houdini^{[4][5]} to attempt to escape from a Louis Vuitton trunk which had been made with the new lock.^[7] Despite Houdini not accepting the challenge, the lock is still effective at its job and the same patented lock is used by Louis Vuitton today in all its trunks.^[7] The new lock was coined the revolutionary new 'Tumbler Lock' and contains two spring buckles^[9]

VIP Gifts – Trunk Vuitton [edit]

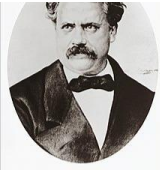
As with most luxury brands, Louis Vuitton does not offer discount prices or rebates to its customers, whether they be new or regular customers. Rather than offering discounts, Georges and his eldest son Gaston-Louis chose to be more generous by gifting loyal and continuing customers with mini Louis Vuitton trunks.^[6] The trunks could not be bought or ordered but were gifts given at the choosing of Georges and were delivered to the client's home. The trunks were covered in the typical LV monogram canvas and began around 1910. Inside the canvases, Vuitton would put a bouquet of fresh flowers.^[6] The inside of the trunk would contain a zinc tray so as to prevent any damage from water or moisture from the flowers. Receiving these gifts was considered an honor as they were exclusive and could not be bought.^[4] After the flowers died, Georges allowed the recipient of the gift to choose how the trunk would be recycled—whether it be for sewing material or as a cigarette box he did not care.^[9] Louis Vuitton no longer practices this as the brand has a much larger clientele and continuing to do this would be expensive. Flower trunks, however, are still available as part of their hard-sided collection which can be purchased in-store.^[4]

Louis Vuitton Book- Le Voyage [edit]

During George's tenure at the helm of Louis Vuitton, he began what is now a large part of Louis Vuitton's marketing: Le Voyage books. Georges created the first travel book published by Louis Vuitton, which has now turned into a 30-city collection of travel guides, including San Francisco, Hong Kong, Tokyo, Cape Town, Berlin and Amsterdam.^[10] A matching mobile app has also been created.^[11] Georges' book was published only in French in 1901 and centered on Paris, with three original editions existing each at a length of 294 pages.^[4] It is incredibly rare, has dimensions of 165mm x 255mm, and has a preface written by French Journalist and Anarchist, *Émile Gautier*. Its caption translated into English means: "From the most remote times to the present day".^[12] The cover of the book was illustrated and signed by French painter and illustrator Charles Henri Pille (1844–1897) depicting a nineteenth-century love of the Middle Ages, and showing Vuitton as trunk makers.^[12]

Personal life [edit]

Despite a busy work life heading the now global luxury leather goods brand Louis Vuitton, Georges Vuitton married Josephine Patrelle (1863–1964)^{[13][1]} and they were married until his death in 1936.^[4] Their children (in chronological order) were Marie Louise, Gaston Louis, the twins Jean and Pierre, and their youngest son Marcel



Georges' father Louis Vuitton, founder of the luxury brand.



The LV monogram canvas was developed by Georges Vuitton both as a tribute to his father and the brand and to curb the production of counterfeit.



The Tumbler Lock

VIP Gifts – Trunk Vuitton

Louis Vuitton Book- Le Voyage

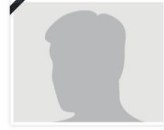
Personal life

Death

Sources

Francois-Xavier Vuitton

[Back to Vuitton surname](#)



Francois-Xavier Vuitton

Birthdate: February 17, 1793
 Birthplace: Lavans-sur-Valouse, Jura, Franche-Comté, France
 Death: November 24, 1868 (75)
 Corrod, Jura, Franche-Comté, France
 Immediate Family: Son of Claude Vuitton and Marie Luce Goyvannier
 Husband of Marie-Coroné Vuitton
 Father of Louis Vuitton; Claude Regis Vuitton and Emilie Vuitton

Managed by: Simon (w/ld availability) Goodman
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Immediate Family

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 Marie-Coroné Vuitton wife	 Louis Vuitton son	 Claude Regis Vuitton son
 Emilie Vuitton daughter	 Claude Vuitton father	 Marie Luce Goyvannier mother

Francois-Xavier Vuitton's Timeline

[view all](#)

- 1793** February 17, 1793 Birth of Francois-Xavier Vuitton
Lavans-sur-Valouse, Jura, Franche-Comté, France
- 1821** August 4, 1821 Birth of Louis Vuitton
Anchev, Lavans-sur-Valouse, Jura, Franche-Comté, France
- 1868** November 24, 1868 Death of Francois-Xavier Vuitton
Age 75
Corrod, Jura, Franche-Comté, France
- ????** Birth of Claude Regis Vuitton
- ????** Birth of Emilie Vuitton

Genealogy Directory: [A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#) [U](#) [V](#) [W](#) [X](#) [Y](#) [Z](#)

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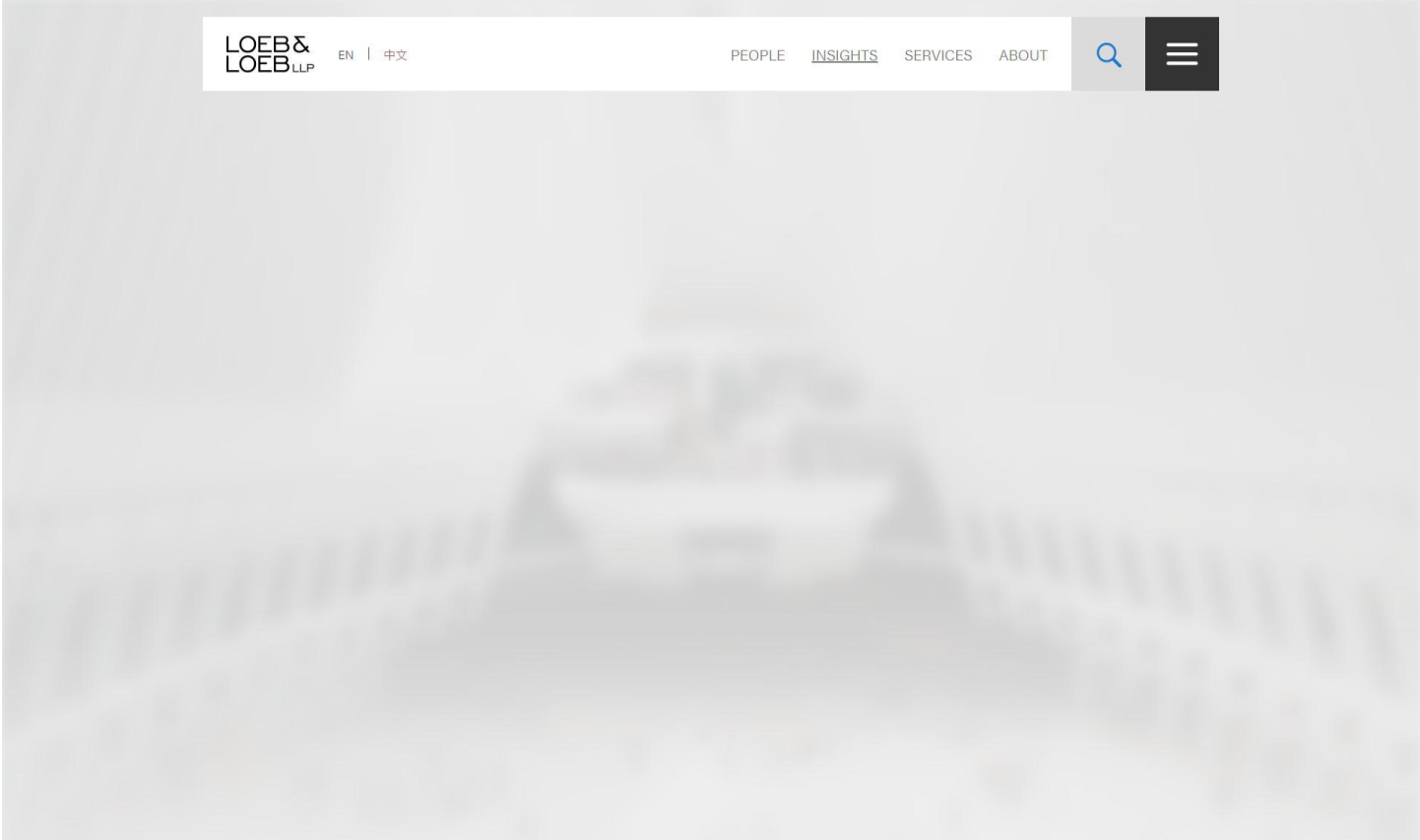


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What's In a Name? Some Issues to Consider Before Turning Your Personal Name into a Fashion Label



[Sara J. Crisafulli](#) | [Melanie J. Howard](#)

Client Alerts/Reports | September 2018

Eponymous labels abound in the fashion industry, from some of the oldest luxury fashion houses – Hermès, Louis Vuitton, Chanel, Prada – to brands making their New York Fashion Week debut this month – Marina Moscone, Kozaburo, Christopher John Rogers, Rebecca de Ravelen, Cushnie. But following this tradition is not without risk from a brand protection perspective.

Designers considering using their personal names as brand names should be aware of the difficulties they may face in registering and enforcing a personal name as a trademark. Designers should also consider that they may lose control over the use of their own name in the event of a sale or departure from the company.

- **Do you have the right to use your name as a trademark?**

Do not assume that you have the unrestricted right to use your personal name in any manner, including as a brand name, for any goods or services. A party with prior rights may be able to prevent or restrict your from using the same name or a confusingly similar name for the same or related goods or services.

Several examples can be found among the descendants of Gucci's founder Guccio Gucci who have unsuccessfully sought to use and/or register their personal names (with the Gucci surname) as trademarks in the U.S.

In 2015, Uberto Gucci, great-grandson of Guccio Gucci and former vice president of Gucci Parfums S.p.A., sought to register his given name in the U.S. for electronic cigarettes. Through his entity, UGP LLC, Uberto filed applications for "By Uberto Gucci" in stylized form depicting Uberto's signature, and for a design mark comprising the Gucci family crest overlaid with Uberto Gucci's signature. Gucci America, Inc. opposed registration of the Uberto Gucci applications as confusingly similar to Gucci America's

famous GUCCI mark, for which it holds numerous registrations in standard characters and in various stylized and design forms for a wide variety of goods and services. *Gucci America, Inc. v. UGP, LLC* (TTAB Opp. Nos. 91223733 and 91223735).

In July, the Trademark Trial and Appeal Board (TTAB) ruled in favor of Gucci America, Inc., finding a likelihood of confusion between the "Uberto Gucci" logo marks and the "exceedingly strong, famous" GUCCI trademark. The TTAB reasoned that:

Because Opposer's GUCCI and GUCCI "signature" marks are exceedingly famous and strong, Applicant's marks contain GUCCI preceded by the personal name of an individual "known" [to] be a member of Opposer's founder's family, the scope of products offered under Opposer's marks is so vast, and electronic cigarettes are sometimes marketed as luxury or fashionable items, including under infringing GUCCI marks, consumers could believe that Applicant's goods come from the same source as, for example, pens offered under the GUCCI mark . . . or essential oils for personal use offered under the FLORA BY GUCCI mark. . . . Confusion is therefore likely.

Another Gucci descendant – Paolo Gucci, a grandson of Guccio Gucci – was permanently enjoined from using his name as a trademark or tradename. Paolo licensed his name to an Italian company for which he designed handbags and leather goods following his termination and removal as a director from the Gucci entities that he was involved with for over 25 years. The court allowed him, however, to use his name solely to identify himself as the designer of products sold under other trademarks provided that the name Paolo Gucci always appears after the other trademark and includes a disclaimer notifying consumers that he is no longer affiliated with the famous Gucci brand. *Paolo Gucci v. Gucci Shops, Inc.*, 688 F. Supp. 916 (S.D.N.Y. 1998).

In 2009, Paolo Gucci's wife, Jennifer Gucci, and their daughter, Gemma Gucci, were permanently enjoined in the U.S. from making any commercial use of their names and from registering or attempting to register the JENNIFER GUCCI and/or GEMMA GUCCI name for coffee, bedding, housewares, cosmetics, hosiery, handbags, wine, and gelato. *Gucci America, Inc. v. Gucci*, No. 07 Civ. 6820, 2009 U.S. Dist. LEXIS 124888 (S.D.N.Y. Aug. 5, 2009).

Moreover, even if you think your name is unique, there could be others with a similar or identical name. By way of example, reality television star Kylie Jenner's application to register KYLIE JENNER for use in connection with clothing was rejected as confusingly similar to prior registration of KYLEE for clothing owned by Mimo Clothing Corp. Jenner petitioned to cancel Mimo's registration based on abandonment and ultimately overcame the refusal when Mimo's registration was cancelled.

Kylie Jenner also faced opposition to her applications for KYLIE for entertainment and advertisement

services, and KYLIE COSMETICS for cosmetics, by the famous performing artist Kylie Minogue. Minogue, who released her eponymous first album "Kylie" in 1998 – a decade before Jenner was born – owned trademark registrations for KYLIE for entertainment services and KYLIE MINOGUE DARLING for cosmetics. It appears that the parties privately settled their differences and Jenner's applications were unaffected.

- **Is your name protectable as a trademark?**

Whereas famous namesake brands are afforded a broad scope of protection under U.S. trademark law, as exemplified by the Gucci examples above, newer personal name labels may face obstacles in even obtaining a federal trademark registration. If the brand name is *primarily merely a surname*, it is not even registrable on the Principal Register unless it has obtained trademark significance in the minds of relevant consumers, typically through extensive use over many years.

Here are a few examples of marks that were denied trademark protection in the U.S. on the ground that each is primarily merely a surname:

- HECHTER for clothing, bags and accessories designed by French designer Daniel Hechter;
- WEISS WATCH COMPANY, which incorporates the surname of founder and head watchmaker, Cameron Weiss; and
- ROGAN for clothing, bags and accessories designed by Rogan S. Gregory. Notably, ROGAN was later registered when the applicant demonstrated that the mark had acquired secondary meaning.

- **Are you willing to cede control over your own name?**

No matter how creative your parents were in naming you, there are drawbacks to turning your personal name into a fashion brand. Most notable is the potential to lose control over or be restricted in the use of your name and likeness as a brand in the event of an acquisition or a separation from the company. A transfer of rights or interest in or ceding of control over the brand to a third party (or to a friendly entity in which you don't have full ownership) could diminish your right to use and/or control the use of your name and likeness. This could include giving up domain names and social media accounts for your personal name, and ceasing any uses that could be confused with the use of your name as a brand by the company. In jurisdictions that recognize moral rights (notably *excluding* the U.S.), designers may be able to retain at least the right of attribution with respect to past designs.

Following a sale of an eponymous brand, designers who wish to continue selling their designs should be

prepared to conceive of and launch a new brand. For example, Catherine Malandrino and Joseph Abboud unsuccessfully sought to continue selling their designs under their personal names following the sale of their brands and trademark rights to unrelated third parties. Similarly, when designer Katherine Noel Brosnahan, known professionally as Kate Spade, sold her interest in Kate Spade LLC in 2006, she also sold the namesake Kate Spade trademark. A decade later, Ms. Brosnahan – who then called herself Kate Valentine Spade – launched a new fashion brand called Frances Valentine, which combined the first name of her daughter, Frances, with her grandfather's middle name, Valentine.

The recent death of Brosnahan raises another important consideration when using your personal name as a brand on your fashion designs – what happens to an eponymous mark after the designer's death? The answer is complex, and can implicate both federal trademark laws and state right of publicity statutes. In the case of Kate Brosnahan, the new owners of the trademark rights in the name Kate Spade can continue to use and exploit the name and obtain trademark registrations without Ms. Brosnahan's consent (which was required while she was living).

Tips for Naming a Fashion Brand

In view of these and other risks associated with namesake brands, here are some points to consider in selecting a brand name:

- Choose a fanciful or arbitrary mark. A fanciful mark has no meaning other than as a mark. An arbitrary mark has no meaning in relation to your goods or services.
- A nickname may pose fewer obstacles than your legal personal name.
- Avoid names that are primarily surnames, even if not your own.
- Conduct clearance on your name, even if you have been using it without objection from any third parties. Registering domain names and social media accounts for your brand is easier if the brand name is not a name shared with others.
- Consider the impact that using your personal name may have on members of your family.

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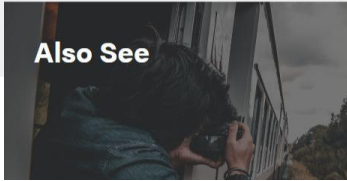
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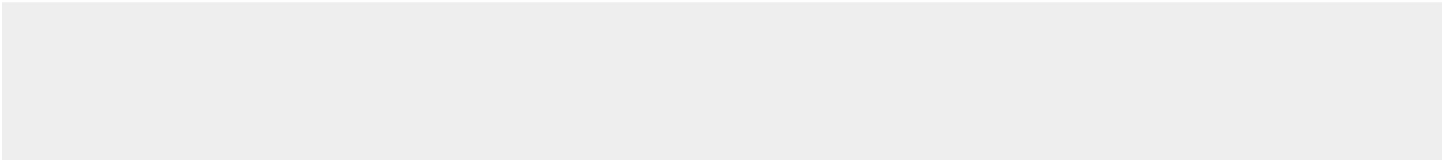
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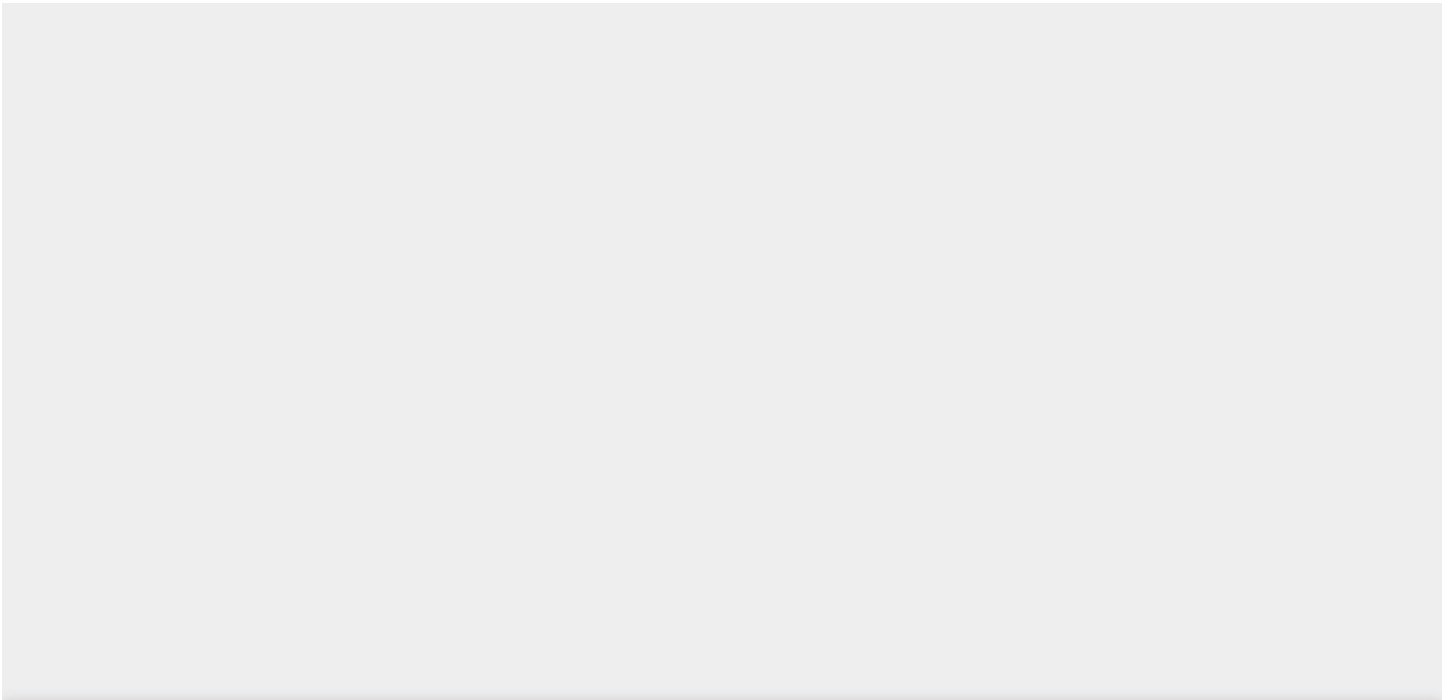
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Wolf Bracka - Louis Vuitton. Image Credits: Wikimedia Commons.

"Antoine Bernheim was a mentor. He was a faithful companion, a sage, a friend,"

– Mr Bernard Arnault.

News has arrived that Elon Musk world's richest man is not so anymore, he has lost world's richest title to Bernard Arnault who made his fortune building the world's largest luxury conglomerate LVMH, which includes brands like Louis Vuitton but also Tiffany, Tag Heuer, and Celine. Bernard Arnault considers a man his mentor who himself was a highly distinguished man in the history of European businesses, Antoine Bernheim, son of a proud Jewish Zionist father and one so himself.



Bernard Arnault. Image Credits: Wikimedia Commons.

He is known to have been mentor of wealthy industrialists Bernard Arnault and Vincent Bolloré, as well as Nicolas Sarkozy in his early days. He was recruited by André Meyer his mentor and Pierre David-Weill to join the Lazard bank. Carrier of several popular titles given to him by people, titles such as "Dean of French finance", maker of kings, "Talleyrand of business", **Antoine Bernheim had a tragic childhood, when the Nazis were looking out to wipe out the Jewish race from the face of the earth.** But this Jew like countless others struggled and made it big in his life. In this article the readers shall get to know about the life and legacy of Antoine Bernheim



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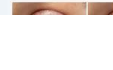
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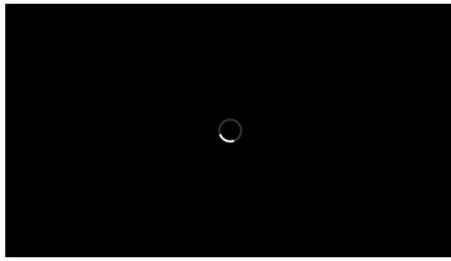
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Here's a photo of Philippe Pétain I colourised, but also restored, Pétain was appointed prime minister of France and made peace with Germany, moving to the town of Vichy in central France creating an authoritarian and collaborationist regime. Image Credits Cassovary Colorizations via Wikimedia Commons.

*In her book **Louis Vuitton, A French Saga**, Stephanie Bonvicini details the way members of the Vuitton family made money during dealings with Germans during wartime. It has been mentioned that while researching for the book, Bonvicini was told that company documents from the year 1930-1945 had been destroyed. Leader of the Vichy puppet government controlled by the Nazis in 1940's occupied France was Marshal Philippe Pétain who was an authoritarian-supporting, German-state-collaborating person. According to Stephanie Bonvicini, Louis Vuitton had a store on the ground floor of the Hotel du Parc in Vichy, near where Pétain had established his government. All other shopkeeper's stores were shut down. The Louis Vuitton shop was permitted to stay. Bonvicini mentions that she discovered that Gaston Vuitton, the grandson of the eponymous creator, had instructed his son to forge links with the Pétain government to keep the company in business. During the occupation, **Henry Vuitton was awarded La Francisque, a decoration that denoted personal and ideological loyalty to Pétain. Once Henry had sworn that he was not a Jew, he received the award following a recommendation by the Marshal's closest aide.***

Arnault and Louis Vuitton

In 1989, Mr. Arnault became the majority shareholder of LVMH Moët Hennessy – Louis Vuitton, creating the world's leading luxury products group. Mr. Arnault has been Chairman and CEO of the company since that date. But how did it happen, let us understand, in 1984, with the help of Antoine Bernheim, a senior partner of financier Lazard Frères et Cie, Arnault acquired Financière Agache, becoming chief executive and taking control of Boussac, a beleaguered textile company which owned, among other assets, Christian Dior and the department store Le Bon Marché. Arnault used this foothold in the luxury business to begin building

what would become the world's largest luxury conglomerate. **"It was I who made them,"** so said **Antoine Bernheim** about **Bernard Arnault** and **Vincent Bolloré**. While he mentored these stalwarts he was mentored by André Meyer as per Pierre de Gasquet.

Bernheim Family



The author in the Jewish section of Alsatian Museum Strasbourg, many French Jews lived in the Alsace-Lorraine area. Image Credits: Dr. Arkaj's Goswami.

Born on September 4, 1924 in Paris, as per Pierre de Gasquet, Antoine Bernheim was the son of a Jewish Zionist lawyer, Léonce Bernheim, the son of a property dealer from an old Jewish family from Lorraine, with the heiress of textile industrialists from Franche-Comté, the Schwob d'Héricourt. **Originally from Toul and Nancy, the Bernheims are an old family of Jews from Alsace-Lorraine in the same way as the Weills, the Schwobs, the Dreyfuss, the Blums or the Mandels,** the author of this article was in Alsace in October, and got an opportunity to visit the Alsatian Museum in Strasbourg, which he availed, in the museum he saw the depiction of the history of Alsatian Jews.





Jewish Section, Alsatian Museum Strasbourg France. Image Credits: Arunansh B. Goswami.

Coming back to the Antoine Bernheim's family, on his father's side, Léonce descended from a long line of property developers. Antoine's paternal grandfather, Emile, had created a real estate company, Maison Bernheim, which was one of the largest in France. In 1911, Emile Bernheim and his brother Edmond entrusted the architect Julien Flegeneheimer with the construction of one of the most beautiful palaces on the Côte d'Azur: the Beauvallon hotel, on the Gulf of Saint-Tropez, between Port-Grimaud and Sainte-Maxime. A huge ochre building that stands in the middle of a park of mimosas and umbrella pines, the Beauvallon will count among its famous regulars Lady Churchill, Senator Edward Kennedy, Mohammed V and Colette. His mother's grandfather, the industrialist James Schwob, had added d'Héricourt to his surname, the name of the canton in eastern France where he lived at the end of the 19th century. He was the uncle of Captain Alfred Dreyfus, whose children he took in when they were expelled from the boys' high school in Belfort. The Schwob d'Héricourts had bought the textile factories of the Dreyfus family. After the Second World War, they sold the textile business to the Boussac group to reinvest part of their fortune in real estate.

Friend of Chaim Weizmann Léonce Bernheim





Chaim Weizmann First President of Israel. Image Credits: Wikimedia Commons.

Antoine Bernheim's father Léonce Bernheim as per Pierre de Gasquet was Engineer of Arts and Manufactures and lawyer registered with the Paris bar, he was also mayor of Pourcy-sur-Marne and general councilor of Châtillon-sur-Marne. "My father was a central engineer and a lawyer. He was a socialist and a great friend of Léon Blum. *He also presided over a number of Jewish resistance organizations,*" mentioned Antoine Bernheim effortlessly. *To be honest, he doesn't like to talk about his family.* "He was linked to resistance networks, many Jews fled Germany to other European countries, in Poland, there were pogroms, in Russia too. There were persecutions everywhere. We had to find a refuge for the Jews. My father thought it was good that there was land to welcome them mentioned Antoine. He was a Zionist and was a close friend with Chaim Weizmann, the main founder and first president of the State of Israel. Incidentally, there is a street named after him in Dimona, the city in southern Israel where nuclear energy is being developed, in the desert of the Negev.



Jewish section, Alsatian Museum Strasbourg. Image Credits: Arunansh B. Goswami.

Léonce Bernheim distinguished himself in the Resistance, engaged as a volunteer in 1914, he finished the war several times decorated. During the interwar period, he played an important role at the head of the Jewish organisation ORT (Organization Reconstruction Travail, society for the development of artisanal, industrial and agricultural work among the Jews). Called up again in 1939, he was assigned to a special factory in Laudun-l'Ardoise, in the Gard. Following the law of October 3, 1940 establishing the first "Vichyst statute of the Jews" and prohibiting them from exercising public functions, he lost his post as mayor, but remained a lawyer at the Paris bar. In August 1941, his art collection was looted by the Nazis, like so many others belonging to major Jewish collectors. In January 1942, he joined his family settled in Grenoble. He then became one of the main leaders of the Zionist resistance in France. In particular, he participated in setting up the steering committee of the Zionist Organization of France, of which he became secretary general.





On May 10, 1942, it was under his patronage and that of Joseph Fischer that the founding meeting of the Zionist Youth Movement was held. In March 1943, his name was suggested for the presidency of the General Union of Israelites of France, but he declined the proposal. The following month, he will be one of the forty members of the Jewish resistance who participate in the creation of the Center for Contemporary Jewish Documentation in Grenoble, rue Bizanet. Alongside his secret resistance activities, he continued to plead in the Grenoble court.

From September 1943, following the German occupation of the department, he entered the clandestinity. On December 7 of the same year, back in Grenoble after a meeting of the Jewish resistance in Voiron, he went down, under a false identity, to the hotel Switchboard, rue du Docteur-Mazet. This is where, the next day, he will be arrested by German police, most likely on denunciation. The police report states that he was arrested under the assumed name of Leon Bemin, in room no. 6 of the Hotel Standard, in Grenoble. On the police file, it is indicated that he dealt with "relief for foreign Jews". A few moments later, his wife, who had come to join him at the hotel, was in turn "picked up" by the Gestapo, along with "a friend or relative who was accompanying him". In fact, it is his sister who will be released thanks to false papers. "The fundamental error was to return to Grenoble where they were very well known", considers Antoine's cousin, Bertrand Zivy, who himself quickly left the city, knowing that he was "condemned to death by the Militia". As Myrthil Weill, Francois de hands of the Gestapo. "This remarkable man, this ardent campaigner for the rebirth of his people, sacrificed his life to the Jewish cause and the liberation of France. He fell at his post during a perilous mission," reads the report on the role of Jewish organizations under the Occupation published by the Center for Contemporary Jewish Documentation. Transferred to Drancy on December 13, 1943, the *Bernheims were both deported to Auschwitz-Birkenau, in Poland, on December 17, 1943, by convoy n° 65. They never returned.*

Like Father Like Son

Antoine Bernheim became an orphan because he and his family were

Jewish, he lost both his parents to the Nazi's planned systematic extermination of Jews. *Antoine Bernheim's existence was that of a survivor, much of his disposition was due to the experience of the Occupation. He was resistant there in Grenoble and then in the Southeast and saviour of many co-religionists the Jews persecuted by the Nazis and several Europeans inspired by Nazism.* Having rubbed shoulders with Italians who took on them to hide Jews, he kept an instinctive friendship for the Transalpines. So his destiny as the future boss of an insurance giant Generali based in Trieste was not only at random. The Fondation du Judaïsme Français was founded in 1974 by the Unified Jewish Social Fund, the work of social assistance for Jewish children, social action through housing and private and legal persons which included Antoine Bernheim, who lost his parents just because they were Jewish. The Fondation du Judaïsme Français is concerned with the place of Jews in France, recognition of their importance in the history of the country, their future and more globally, with the transmission of cultural / societal / historical values to younger generations. This ambitious aspiration, which is fully consistent with its object and purpose, is intended to be useful to the greatest number of entities, starting with the Jewish institutions themselves. This is the positioning that has led the Foundation to undertake various initiatives.

Marc Jacobs and Lois Vuitton





Marc Jacobs. Image Credits: Wikimedia Commons.

It is mentioned that it was an American Jew Marc Jacobs, the star designer who turned Louis Vuitton from a staid luggage-maker into a global fashion brand. At the age of 24, Jacobs was the youngest designer to receive the New Fashion Talent award from the Council of Fashion Designers of America. After graduating from the Parsons New School of Design, Jacobs worked for Perry Ellis after the designer passed away and shortly thereafter created his own label in 1984 with partner Robert Duffy. Marc Jacobs was the *Creative Director at Louis Vuitton for 16 years, from 1997 to 2014. Jacobs not only expanded the French brand globally but also designed its first ready-to-wear line in 1998.* In 2003, Jacobs collaborated with Japanese visual artist Takashi Murakami to produce one of the most beloved LV collections: the Eye Love Monogram Collection. In 2004 he launched the Louis Vuitton's men's line. In 2014, Marc Jacobs stepped down as creative director of Louis Vuitton in order to concentrate on his own line.

Jews and Fashion

"Based in urban centers and pushed by history toward entrepreneurship, Jews found fashion one of the fields open to them," said Valerie Steele, historian at the Fashion Institute of Technology. The 501 blue jean was the first Jewish success story of fashion. The Jewish fashion designers went on to attain great success in the fashion industry, Ralph Lauren to Marc Jacobs. *The struggle of the Jews is not over still systemic anti-Semitism creates bulwarks in their way to achieve great things in life, but Bharuch Hashem many Jews do not give up and become inspiration for Jews and*

Zionists around the world to emulate and follow.

ABOUT THE AUTHOR

Mr. Arunach B. Goswami is a lawyer by profession in New Delhi India, also a historian by training. He has studied history at the historical and prestigious St. Stephen's College in Delhi India, he has also read law at prestigious, Campus Law Centre, University of Delhi (India) which has given one of the highest number of Judges to Indian Supreme Court. He has worked as a research consultant with Union Minister of Steel and Civil Aviation of India, Mr. J. M. Scindia and Mrs. Priyadarshini Rajee. Scindia titular Queen of the erstwhile princely state of Gwalior in India. Mr. Goswami has studied Israeli and Jewish History deeply and travelled extensively in Israel, and Uzbekistan to explore and research about sites associated with Jewish Prophets.

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India is with Israel. Image Credits: Israel's Ministry of Foreign Affairs's Digital Diplomacy Team.

"A friend in need is a friend indeed," in one of his articles this author has written about the history of Israeli support to India in times of need, here the author is referring to several wars India has fought in the past for protecting itself from military aggression of our enemies. Israel supported India inspite of the pro-Palestinian foreign policy of late **Mrs. Indira Gandhi (Former Prime Minister of India) a Nehruvian legacy** and statements given in support of Palestine by late **Mr. Atal Bihari Vajpayee (Former Prime Minister of India)** in a 1977 Janta Party rally, both Mrs Gandhi and Mr. Vajpayee were from rival Indian national political parties, Indian National Congress and Bhartiya Janta Party respectively. Inspite of historical Indian support to Palestine, Israel supported India.

Narendra Modi @narendramodi · 1d
Deeply shocked by the news of terrorist attacks in Israel. Our thoughts and prayers are with the innocent victims and their families. We stand in solidarity with Israel at this difficult hour.

23K 72.5K 271K 25.1M

Prime Minister Narendra Modi tweets in support of Israel. Image Credits: Prime Minister of India Dhru Narendra Modi.

India has two hostile neighbours with their expansionist dispensations, **one suffering from "Ghazwa-e-Hind" syndrome and other from "Middle Kingdom" syndrome**, lobbying in world capitals against Indian national interests. Irrespective of our enemies' nefarious intentions **India has been bravely protected by it's mighty defence forces, guarding our borders under the able and decisive leadership of a strong government of Prime Minister Narendra Modi.** Modi's Indian government is very different from the past, now the Indian government doesn't hesitate from supporting Israel openly or our other friends including Armenia and Greece, whenever needed, because the Indian government has decided now, that as a big military power with a huge global economic clout, India has to start supporting it's friends more actively, and if any country wants Indian support they have to reciprocate and support India on it's national interests. **The period of one sided idealistic support of India for certain ethnic groups and countries is long over, Modi's India is more pragmatic and realist in it's foreign policy.**

India is the world's most populous country and world's largest democracy, in 2022 the total population of the Arab world was 464.68 million while population of India alone was 1.42 billion. Any country would cherish support from a large number of Indian people, especially when social media has become very important. Israel is fortunate that a large number of Indians primarily Hindus and supporters of Prime Minister Narendra Modi are openly supporting Israel when terrorist group Hamas has launched deadly attacks on Israeli civilians. Some Indians are even expressing their willingness to volunteer in the Israeli Defence Forces to fight Hamas, this is a result of the accumulated sorrow and resultant anger of Indians, who have experienced similar terrorist attacks by similar organisations in the past. **Today certain western countries are helping anti-India secessionists and those who advocate violence against Hindus, the same countries also allow pro-Palestinian protestors take out rallies with slogans like "From river to the sea Palestine will be free" actively supporting violence against Jews. India and Israel have to come together as friends to tell these countries to stop supporting anti-Semitism and Hinduphobia within their borders.**

As per Article 57.1, of Protocol Additional to the Geneva Conventions of 12 August 1949, and relating to the Protection of Victims of International Armed Conflicts (Protocol I), 8 June 1977, "In the conduct of military operations, constant care shall be taken to spare the civilian population, civilians and civilian objects," and Article 57.5 of the same Protocol mentions "No provision of this Article may be construed as authorizing any attacks against the civilian population, civilians or civilian objects." But Hamas is doing this and still supporters of Palestine, who use International Law to attack Israeli regime as a so called "Apartheid State" are ignoring it today, but why? The answer is simple because they use the argument of International Law to serve their narrow self interest of pro Palestinian advocacy, without any actual interest in upholding International Law.



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A tweet by Israel in India. Image Credits: Israel in India.

India has been a victim of terrorism, and understands the plight of Israelis. During the 26/11 attacks in Mumbai India, which were planned and executed by Pakistanis, Nariman House, a Chabad Lubavitch Jewish centre in Mumbai known as the Chabad House, was taken over by two attackers and several residents were held hostage. The Knesset Eliyahoo Synagogue in Mumbai in India is under heavy protection because of possible threat from anti Jewish groups. Pakistani government has openly taken an anti-Israeli stance and the common Pakistani people actively spread hatred against Jewish people. The Taliban that is now ruling Afghanistan, has reportedly asked Iran, Iraq and Jordan to grant them passage to Israel so that they can "conquer Jerusalem". *India is an exception to the hatred towards Israel in the larger South Asian region.*





AFTER THE OPENING OF THE TEL AVIV-NATHANIAN HIGHWAY, MRS. GOLDA MEIR POSES FOR A PICTURE WITH THE CHILDREN OF KIBBUTZ SHEFAIM.

*A friendly advice to the Israeli government from the author is that Israel needs more friends, and should understand the plight of ethnic Armenians of Artsakh being forced to mass migrate to Armenia, because of Azerbaijani invasion of Artsakh also known as Nagorno-Karabakh, the past something similar happened with Jews in Spain, Portugal and other parts of the world except some areas of tolerance like India. The conditions of Israelis and Armenians today are not very different, both of them have threat of attack on their very existence. Erdogan's Türkiye where Neo-Ottomanism is the guiding ideology, is not a friend of Israel even if it may claim to be so in-front of the media, Neo-Ottomanism is against Zionism and very existence of Israel. Israel should understand that helping the three brothers alliance of Türkiye, Azerbaijan and Pakistan against Armenia will not help Israeli national interests. India is one of the biggest and hugely powerful supporters that Israel has, but it actively needs to strengthen it's ties with countries like Cyprus, Greece, Armenia and others. **Israel is a brave nation and the author prays to God for the protection of Israel from the Hamas terrorists, stay strong and safe friends!***

ABOUT THE AUTHOR

Mr. Arunansh B. Goswami is a lawyer by profession in New Delhi India, also a historian by training. He has studied history at the historical and prestigious St. Stephen's College in Delhi India, he has also read law at prestigious, Campus Law Centre, University of Delhi (India) which has given one of the highest number of Judges to Indian Supreme Court. He has worked as a research consultant with Union Minister of Steel and Civil Aviation of India, Mr. J. M. Scindia and Mrs. Priyadarshini Raja Scindia Queen of the erstwhile princely state of Gwalior in India. Mr. Goswami has studied Israeli and Jewish History deeply and travelled extensively in Israel, and Uzbekistan to explore and research about sites associated with Jewish Prophets.

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470,273rd
Most Common
surname in the World

Approximately **714**
people bear this
surname

MOST PREVALENT IN:
 France

HIGHEST DENSITY IN:
 France

Vuitton Surname

The meaning of this surname is not listed.

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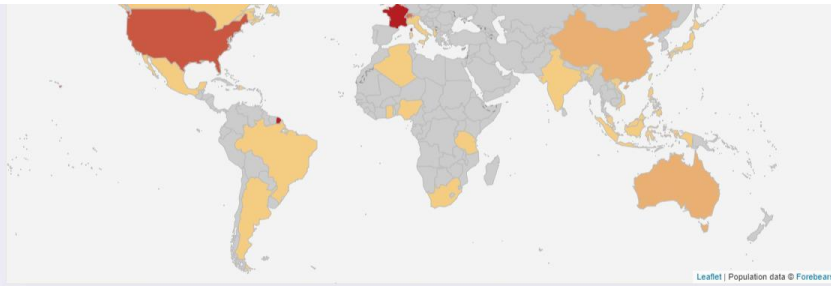
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Vuitton Surname Distribution Map





Leaflet | Population data © Forebears

World

Nations

2014

By incidence

Fullscreen

Select a nation to see the distribution at regional and subregional levels

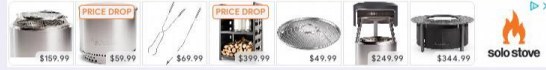
2014

Sort results

Place	Incidence	Frequency	Rank in Area
France	602	1:110,337	16,470
United States	30	1:12,081,964	463,456
Switzerland	25	1:328,517	25,592
England	17	1:3,277,533	109,658
Australia	5	1:5,399,140	162,351
China	5	1:273,464,313	13,838
Mexico	2	1:62,063,102	83,384
Canada	2	1:18,422,796	409,488
Philippines	2	1:50,619,112	341,003
Hong Kong	2	1:3,667,742	11,574

[SHOW ALL NATIONS](#)

Vuitton (18) may also be a first name.



Display Statistics on:

Average Salary in:

United States

Vuitton Demographics

Average Vuitton Salary in
United States

\$13,406 USD

Per year

Rank:

1,158,518 of 1,180,305

Percentage of all salaries earned by bearers:

6.28769E-7

Rank: 1,153,261 of 1,181,369

Percentage of national average salary:

31.07%

Average Salary in
United States

\$43,149 USD

Per year

Per month:

\$3,596 USD

Per week:

\$799 USD

Per day:

\$118 USD

Sample size: 4 (2014)

[View the highest/lowest earning families in The United States](#)

Vuitton Last Name Facts

Where Does The Last Name Vuitton Come From? nationality or country of origin

The last name Vuitton (Arabic: فيتون) is more commonly found in France than any other country/territory. It may occur in the variant forms:. Click [here](#) for further potential spellings of this name.

How Common Is The Last Name Vuitton? popularity and diffusion

The surname is the 470,273rd most frequently held family name throughout the world, held by around 1 in 10,206,647 people. It occurs mostly in Europe, where 91 percent of Vuitton are found; 88 percent are found in Western Europe and 88 percent are found in Gallo-Europe. Vuitton is also the 2,608,198th most frequently held [first name](#) throughout the world It is held by 18 people.

The surname Vuitton is most commonly held in France, where it is held by 602 people, or 1 in 110,337. In France it is mostly concentrated in: Bourgogne-Franche-Comté, where 50 percent are found, Auvergne-Rhône-Alpes, where 20 percent are found and Île-de-France, where 12 percent are found. Aside from France it exists in 31 countries. It also occurs in The United States, where 4 percent are found and Switzerland, where 4 percent are found.

Vuitton Last Name Statistics demography

Vuitton earn less than half the average income. In United States they earn 68.93% less than the national average, earning \$13,406 USD per year.



Phonetically Similar Names

Sort results ▾

Surname	Similarity	Worldwide Incidence	Prevalency
Vitton	92	545	 / 
Vuiton	92	29	 / 
Vutton	92	7	 / 
Vittone	86	3,121	 / 
Vittong	86	2	 / 
Huitton	86	2	 / 
Vittoun	86	1	 / 
Viton	83	2,346	 / 
Vuton	83	10	 / 
Uiton	83	2	 / 

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Vuitton Name Transliterations

Transliteration	ICU Latin	Percentage of Incidence
Vuitton in the Arabic language		
فوتون	futon	-

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The name statistics are still in development, sign up for information on more maps and data

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Footnotes

- Surnames are taken as the first part of a person's inherited family name, caste, clan name or in some cases patronymic
- Name distribution statistics are generated from a global database of over 4 billion people - [more information](#)
- Heatmap: Dark red means there is a higher occurrence of the name, transitioning to light yellow signifies a progressively lower occurrence. Clicking on selected countries will show mapping at a regional level
- Rank: Name are ranked by incidence using the ordinal ranking method; the name that occurs the most is assigned a rank of 1; name that occur less frequently receive an incremented rank; if two or more name occur the same number of times they are assigned the same rank and successive rank is incremented by the total preceding names
- Ethnic group cannot necessarily be determined by geographic occurrence
- Similar: Names listed in the "Similar" section are phonetically similar and may not have any relation to Vuitton
- To find out more about this surname's family history, lookup records on [FamilySearch](#), [MyHeritage](#), [FindMyPast](#) and [Ancestry](#). Further information may be obtained by [DNA analysis](#)

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Vuitton Surname

Surnames of the world / Vuitton

To learn more about the **Vuitton** surname is to learn more about the individuals whom probably share typical origins and ancestors. That is one of the reasoned explanations why it's normal that the **Vuitton** surname is more represented in one single or higher countries of this globe compared to other people. Right Here you can find out by which countries of the planet there are more people who have the surname **Vuitton**.



Vuitton Surname

-  Last name Vuitton in the world
-  Origin of the surname Vuitton
-  Coat of arms of Vuitton
-  Meaning of Vuitton
-  First Names for Vuitton Surname

Another Languages

-  Apellido Vuitton
-  Nom de Famille Vuitton
-  Nachname Vuitton
-  Cognome Vuitton
-  Cognom Vuitton
-  Sobrenome Vuitton

The surname Vuitton in the globe

Globalization has meant that surnames spread far beyond their country of origin, so that it is possible to get African surnames in Europe or Indian surnames in Oceania. Equivalent occurs when it comes to **Vuitton**, which as you can corroborate, it can be said it is a surname which can be

present in most of the nations of the world. In the same way you will find countries by which undoubtedly the density of men and women with the surname **Vuitton** is higher than far away.

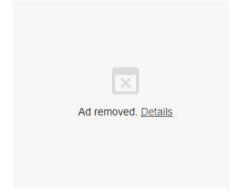
The map associated with **Vuitton** surname

[View Vuitton surname map](#)

The chance of examining for a globe map about which countries hold a greater number of **Vuitton** on the planet, assists us a great deal. By putting ourselves in the map, for a concrete country, we can start to see the concrete amount of people because of the surname **Vuitton**, to acquire this way the particular information of all the **Vuitton** that you can currently get in that nation. All of this also assists us to comprehend not merely where the surname **Vuitton** originates from, but also in what way the folks that are initially part of the family members that bears the surname **Vuitton** have moved and moved. In the same way, you'll be able to see in which places they will have settled and grown up, which is why if **Vuitton** is our surname, it appears interesting to which other nations associated with the world it is possible that one of our ancestors once moved to.







- Nazwisko Vuitton
- Achternaam Vuitton
- фамилия вуйттон
- Фамилия вуйттон
- Prijmeni Vuitton
- Efternavnet Vuitton
- Sukunimi Vuitton
- Vuitton vezetéknév
- Nume de familie Vuitton
- Efternavnet Vuitton
- Vuitton soyadi



Nations with more **Vuitton** on earth

- | | |
|----------------------|------------------------|
| 1. France (602) | 2. United States (30) |
| 3. Switzerland (25) | 4. England (17) |
| 5. Australia (5) | 6. China (5) |
| 7. Canada (2) | 8. Hong Kong (2) |
| 9. Mexico (2) | 10. Philippines (2) |
| 11. Taiwan (1) | 12. Tanzania (1) |
| 13. Vietnam (1) | 14. South Africa (1) |



- | | |
|--|--|
| 15.  Albania (1) | 16.  Argentina (1) |
| 17.  Belgium (1) | 18.  Brazil (1) |
| 19.  Dominican Republic (1) | 20.  Algeria (1) |
| 21.  Ghana (1) | 22.  Indonesia (1) |
| 23.  Ireland (1) | 24.  India (1) |
| 25.  Italy (1) | 26.  Jamaica (1) |
| 27.  Japan (1) | 28.  Luxembourg (1) |
| 29.  Malaysia (1) | 30.  Nigeria (1) |
| 31.  Netherlands (1) | 32.  Singapore (1) |

In the event that you look at it very carefully, at apellidos.de we give you everything you need so that you can have the actual information of which countries have the greatest amount of people with all the surname **Vuitton** within the whole globe. Moreover, you can view them really visual method on our map, when the countries with all the greatest number of people with the surname **Vuitton** is seen painted in a stronger tone. In this way, and with a single look, you can easily locate by which countries **Vuitton** is a very common surname, plus in which nations **Vuitton** is definitely an uncommon or non-existent surname.

Over time, the surname Vuitton has undergone some changes in its spelling or pronunciation.

Errors in writing, voluntary changes by the bearers, modifications for language reasons... There are many reasons why the surname Vuitton may have undergone changes or modifications, and from those modifications, surnames similar to Vuitton may have appeared, as we can see.

Discerning whether the surname Vuitton or any of the surnames similar to Vuitton came first is not always easy. There are many reasons that could have led to the surname Vuitton being written or pronounced differently, giving rise to a new, different surname Vuitton with a common root.

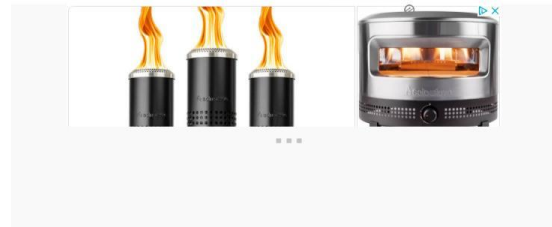
- | | | | |
|-----------|----------|------------|------------|
| 1. Vitton | 2. Viton | 3. Vittone | 4. Vittoni |
| 5. Vidion | 6. Vitan | 7. Vitian | 8. Vitin |



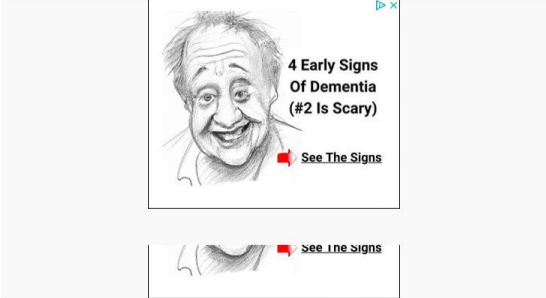
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- | | | | |
|-------------|-------------|-------------|--------------|
| 9. Vitone | 10. Vittini | 11. Vittum | 12. Votion |
| 13. Vettone | 14. Vitón | 15. Vaitan | 16. Vidon |
| 17. Vatten | 18. Vawton | 19. Vaidean | 20. Vaiden |
| 21. Vidan | 22. Videan | 23. Videen | 24. Vidin |
| 25. Vidoni | 26. Viteme | 27. Vitini | 28. Vattuone |
| 29. Vatin | 30. Vatan | 31. Vuthanh | 32. Vatyan |
| 33. Viden | 34. Vietina | 35. Vitina | 36. Vitena |



- | | | | |
|------------|------------|------------|-----------|
| 37. Voeten | 38. Vowdon | 39. Vautin | 40. Vadan |
|------------|------------|------------|-----------|



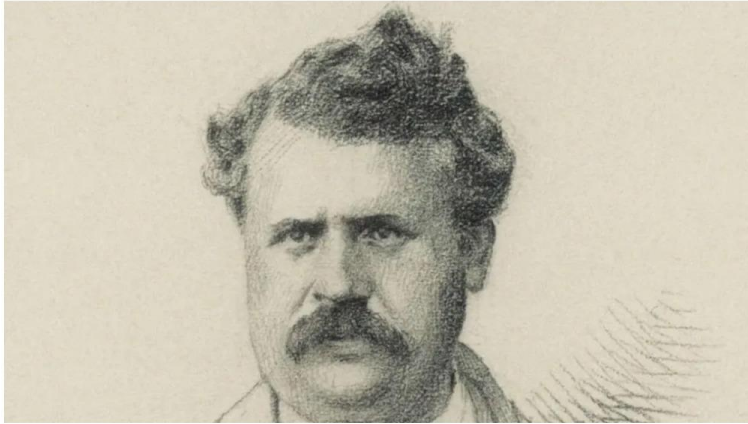


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10 Facts About Louis Vuitton—the Man Behind the Brand

By [Abbey Bender](#) | Aug 3, 2021



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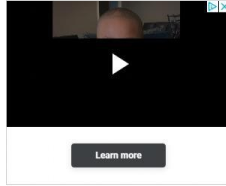
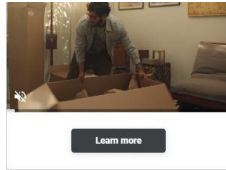
The name *Louis Vuitton* is synonymous with luxury. For more than a century, the French fashion house has sold extremely expensive luggage emblazoned with its iconic interlocking LV logo. Louis Vuitton products, which have always fallen under the “if you have to ask the price, you probably can’t afford it” umbrella, have been extensively counterfeited and presented as symbols of wealthy snobbery.

Louis Vuitton has been such a big part of the high-fashion world for so long that it’s easy to forget Vuitton—who was born in 1821, founded the company in 1854, and died in 1892—was an actual person. In honor of what would have been Vuitton’s 200th birthday, here are some facts about the man behind the logo.



1. Louis Vuitton came from humble beginnings.

Louis Vuitton was born in Anchay, France on August 4, 1821—but he wasn’t born into luxury. In fact, his family had *working-class origins*. Vuitton’s father was a farmer and his mother was a milliner. After his mother’s death and his father’s subsequent remarriage to a woman he didn’t get along with, Vuitton left home in 1835, when he was still just a teenager. He spent two





years walking from his small hometown to Paris, picking up odd jobs and finding temporary shelter along the way.

2. Louis Vuitton learned his trade early on.

When Vuitton finally arrived in Paris as a 16-year-old in 1837, he became an apprentice to Monsieur Maréchal, a craftsman who specialized in luggage boxes made to be carried on horse-drawn carriages, boats, and trains. Vuitton gained a great education and reputation for craftsmanship through this early job, working with Maréchal for 17 years before leaving to start his own workshop for his luggage creations.

3. Louis Vuitton developed some impressive connections.

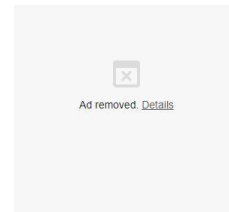
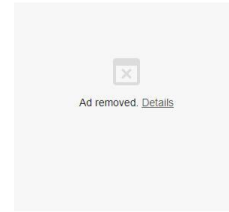
In the 19th century, having a personal box-maker and packer was the height of luxury, and Vuitton took on that enviable—and highly specialized—role for none other than Napoleon III's wife, Eugénie de Montijo, the Empress of France. Vuitton was responsible for elegantly packing the Empress's clothes for travel. With this impressive job, Vuitton and his products officially became a part of the era's elite class.

4. Louis Vuitton's trunks had a unique design.



The cover of the 1901 Louis Vuitton catalog. / Apic/Hulton Archive/Getty Images

In 1858, Vuitton designed his first branded steamer trunk. The design—waterproof, flat, and easy to stack—was far more practical than the rounded trunks that were popular at the time. Surprisingly, Vuitton's original designs didn't sport the famous LV monogram but were covered in a double row of small letters or "floral" patterns.



5. Louis Vuitton's products have always been counterfeited.

Vuitton introduced a striped canvas pattern for his luggage in 1876. Twelve years later, he came out with the **Damier print**, a classic checkerboard pattern that the fashion house still uses today. Vuitton designed these patterns in part to prevent **counterfeiting**, which was already a thing before the LV monogram was even created.



6. Louis Vuitton's workshop was destroyed.

During the violent political upheaval of the Franco-Prussian War, demand for Vuitton's goods slowed and his atelier was **looted and destroyed**. Within months of his shop's destruction, Vuitton devoted himself to rebuilding his business, setting up camp in a new, more luxurious location in the heart of Paris in 1871.

7. Louis Vuitton kept his business in the family.



Georges Vuitton, son of Louis Vuitton, with his wife Josephine Patrelle and their children Gaston-Louis and



Louis Vuitton has always been a **family business**. Vuitton's son, Georges, patented an innovative lock system for his father's trunks in 1886. The locks were so effective that Georges challenged none other than **Harry Houdini** to escape from a locked Vuitton trunk (the great magician and escape artist declined to respond). The junior Vuitton's lock design is still in use today. That isn't all he contributed to the brand: In 1896, a few years after Louis's death, Georges created the famous **LV monogram** as a tribute to his father.



8. Louis Vuitton lived where he worked.

Vuitton's work was truly an integral part of his life. In 1878, he and his wife had two houses built in the garden surrounding **his workshop**, so that he could be as close to his craft as possible. The **family home** still stands today and even retains its original decor; it's now part of a private museum, which would be a fun place to visit provided you can afford one of those trunks.

9. Louis Vuitton didn't design handbags or clothing.

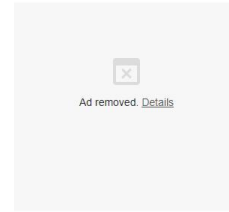
Vuitton advertised his wares with the phrase, "Securely packs the most fragile objects. Specializing in packing fashions," but he didn't actually design any of those fashions, just the **elegant cases** that were meant to hold and protect them. Handbags didn't become part of the Louis Vuitton brand until the decades after the designer's death, and clothing came much later. In 1997, designer **Marc Jacobs** became creative director and came up with Louis Vuitton's first ready-to-wear clothing line.

10. Louis Vuitton has ties to another French icon.

Vuitton won a bronze medal for his innovative **trunk designs** at the 1867 **Exposition Universelle**, a famed world's fair in Paris. Vuitton went on to win a gold medal two decades later, at the 1889 Exposition—the event for which none other than the Eiffel Tower was created. It's hard to believe that Vuitton's designs are even older than the ultimate piece of French iconography.



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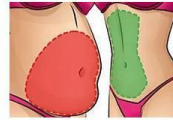
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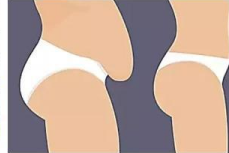
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HOW IT ALL BEGAN

A LEGENDARY HISTORY

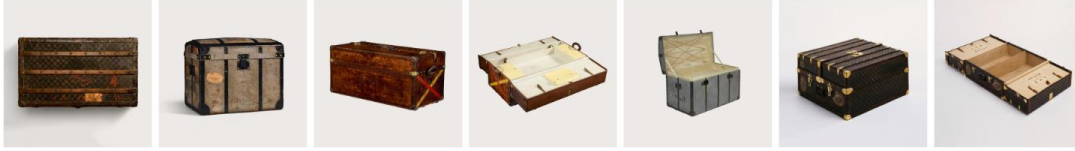
When he was only sixteen years old, Louis Vuitton made a decision that would not only change his own life but the lives of his sons and future generations: he would become a trunk-master.

Louis Vuitton's heritage as a trunk maker preceded even the founding of the company.

It was in 1837 that a 16-year-old Louis Vuitton arrived in Paris by foot and started apprenticing for Monsieur Maréchal. At the time, horse-drawn carriages, boats and trains were the main modes of transportation, and

baggage was handled roughly. Travelers called upon craftsmen to pack and protect their individual objects.

roots of his highly specialized trade; the beginnings of his career in an artisanal industry that called upon skills to custom design boxes and, later, trunks according to clients' wishes. Louis Vuitton stayed for 17 years before opening his own workshop at 4 Rue Neuve-des-Capucines near the Place Vendome.



ASNIÈRES : A LEGENDARY WORKSHOP

Both a family residence and the cradle of the company, the Asnières site has been the symbol of the Vuitton family's personal and commercial success since 1859.





The early success of Louis Vuitton meant he had to expand his operations. This led to the 1859 opening of his atelier in Asnières. Just northeast of the center of Paris, the workshop started with 20 employees. In 1900, there were nearly 100 people and by 1914 there were 225.

The original atelier has been expanded throughout the decades—including the addition of the Vuitton family residence—but it is still where products are crafted today. While the family home has been preserved and is part of a private museum, 170 craftsmen work in the Asnières workshop, designing and creating leather goods and special orders for clients around the world.

AN UNPICKABLE LOCK

In 1886, Georges Vuitton revolutionized luggage locks with an ingenious closing system that turned travel trunks into real treasure chests.

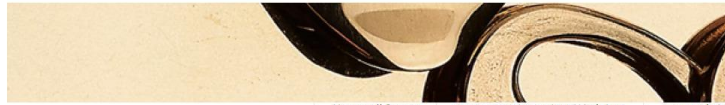


THE TUMBLER LOCK

In the 1900s, travelers carried all their essentials inside wardrobes and flat trunks—which, unfortunately, often attracted burglars. Master trunk maker, Louis Vuitton sought to help his clients protect the goods inside their travel pieces.

In 1886, father and son, Georges, adopted a single lock system with two spring buckles. After several years of development, George patented this revolutionary system and it was so effective, he challenged Harry Houdini, the great American escape artist, in a public newspaper to escape from a Vuitton box and lock. Houdini didn't rise to the challenge.

the challenge, but the lock's effectiveness is indisputable. It is still used today.



A LEGENDARY HISTORY

How it All Began

Asnières : A Legendary Workshop

An unpickable Lock

100th Anniversary



100TH ANNIVERSARY

The brand asked six designers to create original pieces to celebrate the iconic canvas that was created over a century ago: the Monogram.

To celebrate the 100th anniversary of the Monogram canvas in 1996, Louis Vuitton invited select designers to create unique pieces of luggage. The resulting collection was then exhibited in the world's great capitals, bringing the brand's spirit of innovation and collaboration to fashion lovers across the globe.



A LEGENDARY HISTORY

How it All Began

Asnières : A Legendary Workshop

An unpickable Lock

100th Anniversary



HELMUT LANG

A DJ vinyl box.

Created by *Helmut Lang*
1996

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JEWELERY

Welcome to Louis Vuitton's new jewellery range

Louis Vuitton's new B.Blossom High Jewellery range is inspired by confident women who leave their mark

06.07.2019 by Emma Hodgson





It's a truth universally acknowledged that the children of the rich and famous rarely obtain the same success as their parents. Georges Vuitton however, was the exception to this rule.

The son of Louis Vuitton (the creator of the eponymous famous brand) helped to create many of the labels legacy traits. Indeed, after his father passed away in 1892, he quickly began to roll out a stream of classic Louis Vuitton pieces.

By 1896 Georges Vuitton had created the famous 'LV' monogram canvas (featuring diamonds, circles and flowers) which helped to set apart the brand's products in a burgeoning luxury market. He also promised something that other luggage providers at the time could not provide - an unpickable lock. According to the fashion house he "revolutionised luggage locks with an ingenious closing system that turned travel trunks into real treasure chests". He also helped to launch the Louis Vuitton Building on the Champs-Élysées in Paris in 1913, which at the time was the largest travel goods store in the world, and by which time Coco Chanel was a patron of the brand. Throughout the early 1900s, he continued to roll out classic bag shapes that would remain timeless throughout the century. They included the Steamer bag (a smaller piece designed to be kept inside luggage trunks), which would lay the way for other bag styles in the first half of the 20th century including the Keepall bag, the Noe bag and the Papillon bag, the latter of which appeared in the mid-sixties.

Moving into the 20th century

To push the brand even further however, it would take another mastermind, nearly a century later. In 1997 Marc Jacobs joined the Louis Vuitton label as creative director and quickly made his presence felt at the label. He launched the brand's first-ever ready-to-wear clothing line. He transformed the house which was famous for making high-end luxury luggage, into a fully fledged fashion house. There were iconic moments throughout his 16-year tenure at the brand, from his catwalk collections - such as his minimalist 1998 debut show, fronted by Naomi Campbell - to his 2012 show which championed the brand's Parisian heritage. Hosted at the Les Arts Décoratifs, the show looked forwards, by digging deep into the history of the brand. Both through honouring the 19th-century trunk at the core of the brand, and by uniting the pillars of culture art and commerce, which served as an inspiration for much of his new collections. With one hand on the past and one of the future, the designer was quick to credit the brand's neighbours across the pond as a source for his inspiration too. "Both New York and Paris offer profound yet contrasting catalysts for creativity. In New York, I'm inspired by my friends... the movies I see, the music I listen to. Then I go back to Paris and the team there allows me the frivolity of my fantasy as a designer living in Paris," the designer explained at the time. Alongside his iconic collections for the house, he also partnered with leading artists, catapulting the brand into the 21st century. He launched a range of successful partnerships with Stephen Sprouse, Takashi



"Georges Vuitton created the famous 'LV' monogram canvas (featuring diamonds, circles and flowers) which helped to set apart the brand's products in a burgeoning luxury market."

1/11





The rise of jewellery

In 2001, Marc Jacobs launched the first-ever Louis Vuitton jewellery range. His first designs for the label centred upon a charm bracelet which soon became one of the most popular pieces at the fashion house. Over his remaining years at the company, Marc Jacobs helped to develop the brand's jewellery range and successfully grew it into its own division by 2013. In less than 20 years the fashion has grown to produce some of the leading pieces of high jewellery in the industry. In 2016, Louis Vuitton released its first-ever Blossom collection, based on the monogram flower motif, originally designed by Georges Vuitton back in the 1890s. The stunning collection depicted a blossoming flower bud at various stages of bloom, throughout the collection. "We are 100 per cent strict, in that the design must start from the stone. This way nothing is compromised," said a spokesperson for the brand. "The Blossom series is characterised by some exceptional gems, with each chapter devoted to a stone of exemplary size and colour," added Hamdi Chatti, the vice president for watches and jewellery at the house at the time. The series was such a success, that it influenced the house's decision to launch the B.Blossom series this year. The new design is again influenced by the iconic 1896 design by Georges Vuitton, reinterpreted for a new generation. According to the house, the gold, diamond and yellow designs which are central to the new collection are inspired by the "powerful and daring" women who wear the label. The new collection is an "emblem of female independence and the essence of femininity," says the house. Another key part of the new collection is the iconic design across several new rings. The pieces can be worn individually or stacked, and are available in malachite, onyx, white agate, pink opal, diamonds or plain gold in both yellow and pink gold. Also available in the new ring collection are three statement signet rings, including both diamond and carved stone designs. More iconic pieces in the new range include a beautiful bracelet in gold with sensual contour, which encases in its curves, five precious pearls either with diamonds or in onyx. Fans of the current geometric trend will love the bead and pendant monogram flower set, available in short and long necklaces, as well as bracelets. There are also statement minimalist earrings in the new range, which can be both worn to compliment the other pieces in the collection, or as standalone jewellery. "The new B.Blossom collection finds its beauty in a finely nuanced metamorphosis that encompasses the genesis of the original design, reinterpreted and honouring Louis Vuitton's signature collection with a bold new attitude," said a spokesperson for the label. We couldn't agree more - no doubt Georges Vuitton would be proud of the new range.

For more information, visit louisvuitton.com



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Georges Ferréol Vuitton

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From Wikipedia, the free encyclopedia

Georges Ferréol Vuitton (13 July 1857 – 26 October 1936) was the only child of Louis Vuitton (1821–1892, French designer and trunk maker for Empress Eugénie de Montijo^{[1][2]}) and Clemence-Emilie Vuitton,^[3] who succeeded his father as head of the Louis Vuitton brand, which is now a brand under the umbrella of the parent company LVMH. Georges is commonly known for his creation of the widely-used LV monogram canvas print, created as an homage to his father and to combat counterfeits. He is also known for making Louis Vuitton products available to purchase internationally.^[2] After Georges Vuitton's death in 1936, his son Gaston Louis Vuitton (1883–1970) succeeded him as head of the Vuitton brand.^[4]

Georges Ferréol Vuitton	
Born	13 July 1857 Asnières-sur-Seine, France
Died	26 October 1936 (aged 79) Asnières-sur-Seine, France
Occupation(s)	Designer and head of Louis Vuitton
Predecessor	Louis Vuitton (father)
Successor	Gaston Vuitton (son)
Spouse(s)	Josephine Vuitton, née Patrelle
Children	5

Early life [edit]

When the French designer Louis Vuitton (son of Trunk maker Xavier Vuitton and Corrine Gaillard from the Jura region of Eastern France^[1]) was 35 years old, his wife Clemence-Emilie Vuitton gave birth to their first son and child Georges Ferreol Vuitton on 13 July 1857 in Asnières-sur-Seine where the brand Louis Vuitton was based,^[1] until the end of the Franco-Prussian War when the original Vuitton main trunk manufacturing workshop was completely destroyed forcing the young family to move to Paris in 1871 where Georges subsequently lived.^{[5][1]} Georges was the only child of Louis and Clemence-Emilie Vuitton and quickly began learning the trade his Father practiced- Trunk making for Louis Vuitton.^[1] Louis and Clemence-Emilie sent Georges to school in Jersey to learn to speak English as Louis was not comfortable speaking English to his wealthy clients.^[4] After Louis Vuitton died aged 70 years old on 27 February 1892, and then his son Georges took over as the head of the luxury trunk and bag making business and was the first Vuitton man to bring the brand out of France and onto the global stage by showing it off at the Chicago World Fair in 1893.^[2]

Career [edit]

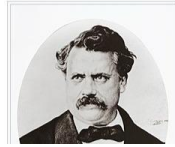
Throughout Georges Ferréol Vuitton's life as the head of Louis Vuitton, he created and changed many aspects of the brand. His work aided the brand in becoming one of the most popular French luxury brands and one of the most successful companies owned by parent company LVMH. Georges was the first to bring the brand to the global scene.^[5] He created the LV monogram canvas,^[4] the Car trunk, innovated on locks that became the Tumbler lock,^[3] started the Le Voyage book series, and began giving VIP trunk Vuitton gifts to Louis Vuitton's most loyal customers.^[5]

LV Monogram Canvas [edit]

Due to the popularity of the brand, many counterfeit products appeared in France and were sold at much lower prices that reflected their poor craftsmanship. In 1896, in response to counterfeiters, Georges created a complicated pattern that would cover his trunks^[7] and reduce counterfeits due to the difficulty in creating the pattern.^[6] This resulted in the creation of the LV monogram canvas, which was both a response to counterfeiters and a homage to his father Louis Vuitton.^[8] This canvas is covered with diamonds, the LV logo, flowers and quatrefoils^[5] and other shapes that have become a key part of the brand's image.^[7] Despite its creation in 1896, it was not until 1905 that the patent for the LV monogram canvas was granted.^[6]

1897– Car Trunk [edit]

A large part of Georges Ferréol Vuitton's life was his love of automobiles and traveling in them.^{[6][8]} His interest became an essential point of the Louis Vuitton trunks and how the brand created and innovated on them. Georges saw many trunks that were being made without the idea of them being put into automobiles in mind. He wanted to innovate and change this.^[8] He decided that a traveller should be able to travel in a car with the same amount of cargo one could take on a boat or a train, so he created a more sturdy and space-efficient trunk than was previously manufactured.^[8] Georges' solution was to use new materials he had not previously used to create his trunks, including a black waterproof cloth that coated every trunk to ensure durability.^[5] Louis Vuitton also decided



to bevel each closure of the trunk rendering the new trunks not as susceptible to issues caused by rain and dust.^[6] Georges understood that in traveling in a car, the trunks need to be stacked on top of each other to use space efficiently, so he revolutionized the creation of trunks by squaring the edges and with flat tops and bottoms,^[6] making them perfect for stacking rather than the typical rounded edges that were common at the time.^{[7][6]} In doing so, Vuitton bought the frame of an automobile (car chassis)^[6] so that he could create his own car and he entrusted this mission to multiple different bodybuilders of cars such as Labourdette, Rothschild and Janteaud.^{[6][8]} He commissioned them to create an automobile that he could then use to match and design his own car trunks.^[1] In the year of 1897, Georges Ferréol Vuitton presented the first prototype of the new trunk that he created—the Car trunk.^[9] He presented his prototype and ideas at multiple automobile trade shows.^[6] During George Ferréol's reign over Louis Vuitton, he also created many other trunks such as the "Perfect Trunk" for men's changing rooms, and the Louis Vuitton Aero Trunk^[6] in 1921 to accompany the creation of Helicopter prototypes by his twin sons Jean and Pierre.^[9]

The Tumbler Lock [edit]

In the late 1800s and early 1900s, most travelers used trunks which were the main produce of Louis Vuitton.^[5] Unfortunately trunks mostly had an easy lock to pick by burglars who recognized the expensive Louis Vuitton trunks and what may possibly be kept inside by its wealthy owner.^[3] To combat this, Georges and his father Louis in 1886 decided to innovate on the lock and create a brand new one.^{[1][4]} After many years Georges was finally able to patent a lock that was so difficult to pick him and Louis Vuitton invited Harry Houdini^{[4][5]} to attempt to escape from a Louis Vuitton trunk which had been made with the new lock.^[7] Despite Houdini not accepting the challenge, the lock is still effective at its job and the same patented lock is used by Louis Vuitton today in all its trunks.^[7] The new lock was coined the revolutionary new "Tumbler Lock" and contains two spring buckles^[6]

VIP Gifts – Trunk Vuitton [edit]

As with most luxury brands, Louis Vuitton does not offer discount prices or rebates to its customers, whether they be new or regular customers. Rather than offering discounts, Georges and his eldest son Gaston-Louis chose to be more generous by gifting loyal and continuing customers with mini Louis Vuitton trunks.^[6] The trunks could not be bought or ordered but were gifts given at the choosing of Georges and were delivered to the client's home. The trunks were covered in the typical LV monogram canvas and began around 1910. Inside the canvases, Vuitton would put a bouquet of fresh flowers.^[6] The inside of the trunk would contain a zinc tray so as to prevent any damage from water or moisture from the flowers. Receiving these gifts was considered an honor as they were exclusive and could not be bought.^[4] After the flowers died, Georges allowed the recipient of the gift to choose how the trunk would be recycled—whether it be for sewing material or as a cigarette box he did not care.^[6] Louis Vuitton no longer practices this as the brand has a much larger clientele and continuing to do this would be expensive. Flower trunks, however, are still available as part of their hard-sided collection which can be purchased in-store.^[4]

Louis Vuitton Book- Le Voyage [edit]

During George's tenure at the helm of Louis Vuitton, he began what is now a large part of Louis Vuitton's marketing: Le Voyage books. Georges created the first travel book published by Louis Vuitton, which has now turned into a 30-city collection of travel guides, including San Francisco, Hong Kong, Tokyo, Cape Town, Berlin and Amsterdam.^[10] A matching mobile app has also been created.^[11] Georges' book was published only in French in 1901 and centered on Paris, with three original editions existing each at a length of 294 pages.^[4] It is incredibly rare, has dimensions of 165mm x 255mm, and has a preface written by French Journalist and Anarchist, *Émile Gautier*. Its caption translated into English means: "From the most remote times to the present day".^[12] The cover of the book was illustrated and signed by French painter and illustrator Charles Henri Pille (1844–1897) depicting a nineteenth-century love of the Middle Ages, and showing Vuitton as trunk makers.^[12]

Personal life [edit]

Despite a busy work life heading the now global luxury leather goods brand Louis Vuitton, Georges Vuitton married Josephine Patrelle (1863–1964)^{[13][1]} and they were married until his death in 1936.^[4] Their children (in chronological order) were Marie Louise, Gaston Louis, the twins Jean and Pierre, and their youngest son Marcel Vuitton.^[13] In 1893, a year after founder Louis Vuitton died, Georges and a relative Henry traveled to the United States by boat passing through Ellis Island immigration^[14] to travel to the Chicago World Fair to show off their luxury leather goods,^[5] making it the first time that Louis Vuitton products were to be displayed and sold outside of France. Records show that Georges and Henry travelled multiple times to the United States passing through the Ellis Island Immigration stop entering the country again in 1897.^[14]



Georges' father Louis Vuitton, founder of the luxury brand.



The LV monogram canvas was developed by Georges Vuitton both as a tribute to his father and the brand and to curb the production of counterfeits.



This Champs-Élysées store was opened under the reign of Georges Vuitton. Coco Chanel was a patron of the store.

The Tumbler Lock

VIP Gifts – Trunk Vuitton

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Whilst he was still alive, Georges' middle children, who are twins, Jean and Pierre took their love of flying to a new level by creating 3 prototypes for helicopters,^[a] naming them Vuitton-Hubert, Vuitton II and Vuitton III^[a] all after their father's famous family name. The helicopters were never formally used but were a display of the Vuitton family's creativity.^[a]

Death

On 26 October 1936, in Asnières-sur-Seine in France, Georges Ferréol Vuitton died at the age of 79 years old.^[13] His wife, Josephine Vuitton (née Patrelle) outlived him and died many years later in 1964 in France.^[13] All their children outlived them, with Gaston, the eldest of their sons, taking over the brand after his father's death in 1936, until his own death in 1970 ending the three-generation lead of the Louis Vuitton brand by Vuitton men.^{[13][4]}

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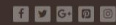
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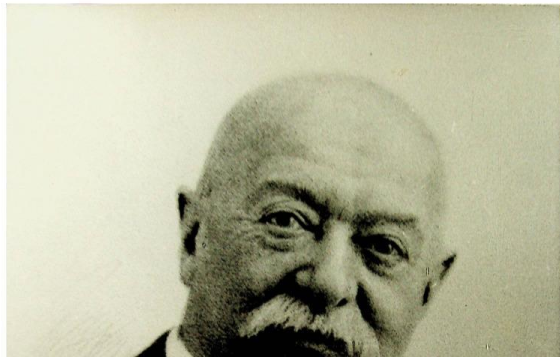
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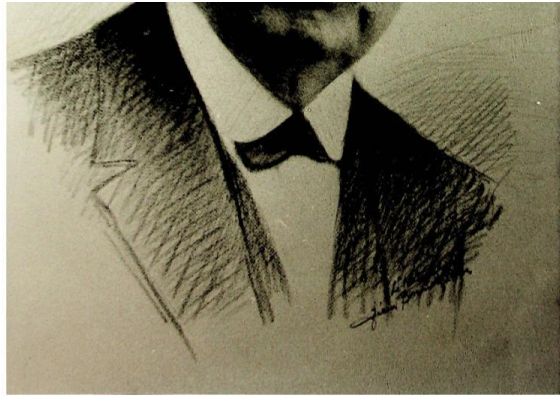
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CHAPTER 2:
GEORGES
VUITTON, THE
IRON-HANDED
HEIR





Portrait of Georges Vuitton.

Born in 1857, Georges Vuitton, from childhood, walks around the corridors of the Asnières workshop. Like his father whom his employees used to call "Monsieur Louis", Georges is called "Monsieur Georges" by the employees of the workshop. In 1872, Georges Vuitton is sixteen and he comes back from England, where he attended courses at St. Clement's Eden House School. His father believes that two years of study are more than enough and that his son will be more helpful in the family run company in Paris. He will join once more the Asnières workshops on 2 January 1873 as an apprentice. He successively learns the trades of packer, joiner, seller, delivery man, cashing agent, he learns how to use the smoothing plane, the jack plane and the rasp.

Louis decides that it is time for Georges to take over the management of the Louis Vuitton boutique so that himself can concentrate on making new models. Georges is introduced to the suppliers, customers, business relations and will accompany his father during several months to all his business meetings. On 3 November 1880, Louis Vuitton takes the decision to make over his company to Georges and, at the same time, offers him a dowry for his marriage with the Patrelle heiress.

Very fond of England since his studies and wishing to conquer the English market, Georges Vuitton opens a first shop outside France in 1885, on Oxford Street in London. This aims not only to sell in England, but also to remind the French people tempted to buy English items that Louis Vuitton products are the best.

Louis Vuitton dies in 1892. His son Georges, helped by the whole family, succeeds him at the

head of the empire, which he develops with the same success as the founder.
In 1896, four years after his father's death, Georges decides to pay tribute to him and to thwart once for all those who copy their canvas by creating the Louis Vuitton monogrammed canvas. This is the first time a designer so much highlights his brand on a product. Years later this canvas will become the most counterfeited one in the world. He will also design a tamper-proof lock, challenged by Houdini, the key of which can open the trunks of a same series. Georges Vuitton will continue to lead the Louis Vuitton empire until his death in 1936.

Books : Le voyage : Des temps les plus reculés à nos jours.

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Georges VUITTON

Family Tree Profile Timeline

Matches Prints and Lists Relationship More

Georges VUITTON

- Born in 1857 - Paris, Seine, Ile de France
- Deceased October 26, 1936 - Asnieres, Hauts de Seine, Ile de France, aged 79 years old

Parents

- Louis VUITTON 1821-1892 (Malleter, fondateur de la maison Vuitton)
- Cl mence Emilie PARRIAUX 1836-1892

Spouses and children

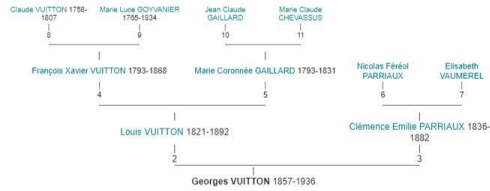
- Married November 5, 1880 to Josephine PATRELLE 1862-1964 (Parents : Louis Alexandre Selve PATRELLE & Marie Sidonie GAUTHIER) with
 - Marie Louise VUITTON 1881-1882
 - Gaston Louis VUITTON 1883-1970 Married to Ren e Marie Louise VERSILLE 1884-1979
 - Jean VUITTON 1889-1909
 - Pierre VUITTON 1889-1917
 - Marcel VUITTON 1892-1893

Siblings

- Elisabeth Louise VUITTON 1855-1929 Married December 28, 1897, Asnieres, Hauts de Seine, Ile de France, to Edouard Georges GRDS 1859-Elisabeth Louise VUITTON 1855-1929 Married to X REGNAULT 1845-
- Georges VUITTON 1857-1936 Married November 5, 1880 to Josephine PATRELLE 1862-1964
- Bianche Amelie VUITTON 1859-1899
- Emilie Elisabeth VUITTON 1874-1879

Family Tree Preview

Ancestry Chart Descendancy Chart



Family Tree owner : Renaud DALCETTE (qdshombre)

Bienvenue sur la g n ralogie de Renaud DALCETTE

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Féréol Georges Vuitton (1857 - 1936)



Féréol Georges Vuitton

Born **13 Jul 1857** in **Paris, Seine, France**?

Son of [Louis Vuitton](#) and [Clemence-Emilie Parriaux](#)
[sibling(s) unknown]

ANCESTORS

Husband of [Joséphine Louise Patrelle](#) — married 6 Nov 1880 in L'île-Saint-Denis, Seine, France?

Father of [Gaston-Louis Vuitton](#)

DESCENDANTS

Died **4 Aug 1936** at age 79 in **Asnières, Seine, France**?

Profile last modified 14 Oct 2023 | Created 5 Aug 2014
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PROBLEMS/QUESTIONS

Is Féréol Georges your ancestor? Please **don't go away!**
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Biography

Féréol Georges was born on 13 July 1857 in the former first arrondissement of Paris. He was the son of Louis Vuitton and Emile Constance Parriaux. He married Joséphine Louise Patrelle on 6 November 1880 in L'île-Saint-Denis.^[1]

Georges died on 4 August 1936 and was buried in Asnieres Old Cemetery, Asnieres-sur-seine, Departement des Hauts-de-Seine, Ile-de-France, France.^[2]

DNA

No known carriers of [Féréol Georges's DNA](#) have taken a [DNA test](#).

Have you taken a DNA test? If so, login to add it. If not, [see our friends at Ancestry DNA](#).

Sources

- 1. Marriage:** "Seine-Saint-Denis, France, Births, Marriages and Deaths, 1562-1996" Archives départementales de la Seine-Saint-Denis; Pierrefitte-sur-Seine, France; Etat Civil 1792-1912
[Ancestry Sharing Link - Ancestry Record 62415 #39112](#) (accessed 9 May 2023)
Féréol Georges Vuitton (23) marriage to Joséphine Louise Patrelle on 6 Nov 1880 in L'île-Saint-Denis (Ile-Saint-Denis), France.
- 2. Burial:** "Global, Find a Grave® Index for Burials at Sea and other Select Burial Locations, 1300s-Current"
Find a Grave. Find A Grave®. Find A Grave: [Memorial #219931014](#)
[Ancestry Record 60541 #183531237](#) (accessed 9 May 2023)
Georges Féréol Vuitton burial (died on 4 Aug 1936) in Asnieres Old Cemetery, Asnieres-sur-seine, Departement des Hauts-de-Seine, Ile-de-France, France.


See also:

- [Base Léonore Cote 19800035/240/31910](#)
- [Wikipedia Louis Vuitton](#)




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1 Marriage Records



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Féréol Georges is 36 degrees from Jimmy Carter, 47 degrees from Charles Douglass, 38 degrees from Walter George, 37 degrees from Joel Harris, 38 degrees from Alonzo Herndon, 34 degrees from Crawford Long, 42 degrees from Jefferson Long, 35 degrees from William McIntosh, 37 degrees from Quillian Meaders, 40 degrees from Jackie Robinson, 37 degrees from Samuel Rumph and 36 degrees from Hedy West on our [single family tree](#). Login to find your connection.

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Louis Vuitton and The Art of Gaming

© MAY 20TH, 2020 @ ALL GIFTS INTERIOR LIFESTYLE MEN
 @ TAGS: DAMIER GRAPHITE, GASTON-LOUIS VUITTON, MONOGRAM ECLIPSE, BABYFOOT, BILLIARD, EPI LEATHER, GEORGES VUITTON, LOUIS VUITTON, MADE-TO-ORDER GAMES COLLECTION



From chess and backgammon travel cases, to poker and croquet trunks, the House's **made-to-order games collection** has expanded and evolved over the years, continuing in Louis Vuitton's grandson, Gaston-Louis Vuitton's, love of sports and games. Now, Louis Vuitton presents new additions to the gaming collection with its pocket **Billiards table** and **Babyfoot** (French for table football) as the ideal gift for the cue-sports lovers among us.



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Louis Vuitton Pocket Billiard in Monogram

Available in the iconic **Monogram motif**, designed in 1896 by Louis Vuitton's son Georges Vuitton as a tribute to his father, the table also comes in the darker *Monogram Eclipse* or *Damier Graphite*, bringing a patterned touch to any interior. **Versions in Epi leather** with its undulated texture, present a splash of colour in cyan and fuchsia, with the added option of a bi-coloured navy and pistachio variation or caramel and white in smooth leather.



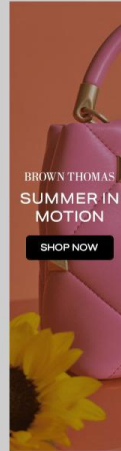
Louis Vuitton Pocket Billiards

1. *Damier Graphite* – 2. *Cyan Epi leather* – 3. *Fuchsia Epi leather* – 4. *Bi-coloured Navy and Pistachio Epi leather* – 5. *Monogram Eclipse* – 6. *Caramel and White leather*



Babyfoot by Louis Vuitton in Monogram

Created with identical craftsmanship to that of a Louis Vuitton trunk, House canvases or leathers sheath the Billiards table's and Babyfoot's wooden body. Emblematic Louis Vuitton *savoir-faire* perfects the table's design with delicate leather corners in the brand's naturally tanned cowhide leather – each edge meticulously dyed with numerous layers of hand-applied paint. Hand-pressed metallic hardware finishes the tables, each stud engraved with the House's signature.



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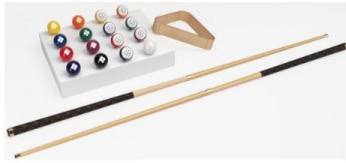


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Babyfoot by Louis Vuitton

1. Damier Graphite – 2. Caramel and White leather – 3. Monogram Eclipse – 4. Cyan – 5. Fuchsia – 6. Pistachio



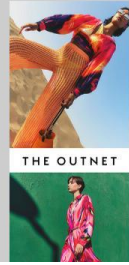
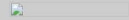
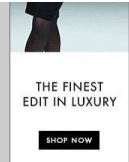
The tables are completed by carefully packed, essential accessories including billiard balls painted with flowers from the Monogram pattern encircling the numbers. Two pairs of leather and Monogram two-piece cues slot snugly into place while a hot-stamped leather triangle completes the kit.



The **players of the Babyfoot**, inspired by Louis Vuitton's "**Groom**", the famed character from the House's 1921 advertising images, are each hand-cast in aluminium and, as a true testament of Louis Vuitton's *savoir-faire* and history of personalisation, each player is meticulously **handpainted** by expert artisans in team colours to compliment the custom canvas or leather table. Artisanal, jewel-like counting coins boast a striking *hand-painted Monogram flower*, making tallying record wins even more satisfying.

Love it!

Lol, Sandra



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Photos: © Louis Vuitton



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Louis Vuitton Star Blossom

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Let me introduce you to LOUIS VUITTON Star Blossom – an easy-to-wear jewellery collection that celebrates the Monogram Flower against a background of rose gold and diamonds. A legendary motif, created in 1896 by Georges Vuitton. Recognisable, simple, current... This star-like flower becomes a talisman. Its four petals form a lucky charm and reappear endlessly in all their elegance and sophistication. Featured on pendants, earrings, rings and bracelets; women can make it their own by wearing, layering and stacking it. A precious and casual way to reveal your personality and change your style to suit your mood.



About the Responsible Jewellery Council
In 2012, Louis Vuitton has obtained RJC certification confirming the everyday application of the moral, social, societal and environmental principles championed by the Responsible Jewellery Council, throughout the lifespan of its watches and jewellery products, from the extraction of the precious stones and metals to their distribution, through their transformation by our craftsmen.
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The Icon And The Iconoclasts

LV gets a new meaning. Lagerfeld Vuitton. Louboutin Vuitton. sounds too good to be true? It is reality, on September 10, 2014, Louis Vuitton will reveal the amazing collaboration with the group of six famous creatives as part of THE ICON AND THE ICONOCLASTS project.

Among those visionaries from the worlds of fashion, art and design are Karl Lagerfeld, Rei Kawabuko, Christian Louboutin, Cindy Sherman, Marc Newson and Frank Gehry, who has also designed the window displays for September.



Each of them has been given 'carte blanche' to reinterpret the brand's iconic monogram bag or luggage. The limited edition pieces will go on sale from mid-October in a very select number of Louis Vuitton stores and range between €2000 - 4000.





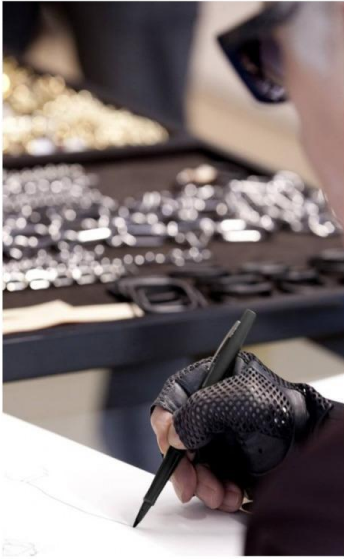
Classic Monogram Keepall 45 by Louis Vuitton

The monogram was launched with worldwide patents on it in 1896 by Georges Vuitton as a tribute to his late father Louis, who had died in 1892, and was considered revolutionary in its time. Its graphic symbols, including quatrefoils and flowers (as well as the LV monogram), were based on the trend of using Japanese and Oriental designs in the late Victorian era.

Today, Louis Vuitton revealed some exclusive behind the scene photos of the creative process! Cannot wait to see the results on September 10, 2014! Stay tuned!

Loi, Sandra





Karl Lagerfeld



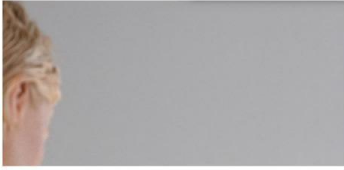


Christian Louboutin





Frank Gehry



Cindy Sherman
Photos: Courtesy of Louis Vuitton



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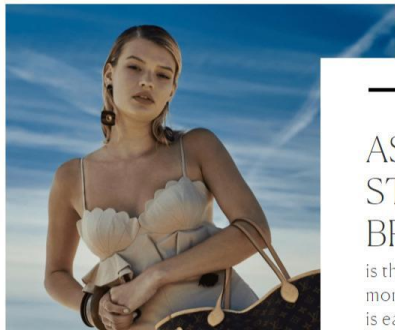
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AS ONE OF THE LONGEST STANDING LUXURY BRANDS, LOUIS VUITTON

is the standard of opulent fashion. With a signature monogram that is not only iconic but often replicated, it is easy to see why carrying a Louis Vuitton bag is a status



symbol. Dive with us into the complex history of a company that turned from a purveyor of luggage into a leading luxury brand.

The Beginning of Louis Vuitton

Louis Vuitton was born in 1821 to a farmer and milliner and came from a long-established working-class family in eastern France. Vuitton grew up understanding the effects of perseverance and a strong work ethic from watching his family. At the age of 16, he made the decision to walk 292 miles from his hometown to Paris to try and make a new life for himself. When he arrived the city was in the midst of industrialization with current modes of transportation evolving quickly allowing for longer journeys. With this came the need for sturdy travel pieces. Vuitton was taken as an apprentice for a successful box maker and packer named Monsieur Marechal. He learned to craft durable containers and how to pack them properly – a well-respected profession at the time.



Courtesy of Discover Walks

Vuitton's Craftsmanship and Ingenuity

In 1854, years after he had mastered his craft and became well respected for it, Vuitton ventured out on his own to open a shop on Rue Neuve des Capucines. It was here that he began to establish

nimself as a luggage maker. Then, in 1858, Vuitton designed the first Louis Vuitton steamer trunk. At the time trunks had rounded tops to allow for water to run off but this did not allow for convenient stowage. Vuitton introduced a flat, yet waterproof, trunk that was easily stackable. The first of his trunks were outfitted with a gray canvas referred to as Trianon – it wouldn't be until several decades later that the signature monogram would be introduced. With a burgeoning business, Vuitton moved his family and workplace to Asnieres, where he employed twenty workers to craft his trunks. By 1900 he would have 100 employees, and in 1914 the company would more than double in size.



Trianon Trunk
Courtesy of 1stDibs

In 1886, his son George invented and patented an ingenious locking system that made it impossible to pick the lock of their trunks. This lock is still used today.

After years of success, Vuitton began to experiment with the design of his luggage by introducing a new striped canvas pattern (1876) and later the still well-known Damier print (1888). The hand-painted patterns were developed to prevent counterfeits. Even in the late 1800s, Louis Vuitton was enough of a status symbol to warrant counterfeiting. In 1886, his son George invented and patented an ingenious locking system that made it impossible to pick the lock of their trunks. This lock is still used today.





Striped Canvas Trunk
Courtesy of Pinterest



Damier Canvas Trunk
Courtesy of 1stDibs

The Vuitton Family Legacy

1892 saw Luis Vuitton passing away. Georges Vuitton, his son, assumed the reins of the luxury house, sparking a redesign of their luggage. In 1896, as a homage to his father, the iconic LV monogram emerged, featuring a pattern of LVs, quatrefoils, and flowers. Under his leadership, the monogram ascended to great acclaim among a discerning clientele. The brand, then at peak success, also caught the eye of Gabrielle Chanel.



LV Alma Handbag

In 1925, Chanel received a specially designed dome-shaped handbag for personal use. Later allowing mass production for the public in 1934. Refashioned for everyday practicality and sleeker design, it was initially named the "Squire" until its renaming as the "Alma" in 1955. Simultaneously, Louis Vuitton expanded its product portfolio, adding the Keepall (1930), Speedy (1930), and Noe (1932). The remarkable demand for these bags endures, with a wide array of materials and sizes still in production.



LV Keepall Handbag



LV Speedy Bag



LV Noe Bag

With the passing of Georges Vuitton in 1936, his son, Gaston-Louis Vuitton, stepped into the role of house leader. Gaston-Louis's remarkable 50-year tenure was characterized by Louis Vuitton's foray into leather goods and a substantial redesign of the iconic monogram canvas. This revamped canvas found its way into various styles, with the notable introduction of the cylindrical Papillon in 1966.



LV Papillon

From Louis Vuitton to LVMH: The Global Rise of Luxury

In 1970, Henry Recamier took over the company after his father Gaston-Louis passed away. Recognizing the imperative to extend the brand's global reach, he opened retail stores around the world. With guidance from Joseph Lafont, the financial director, the company went public in 1984, setting the stage for the creation of the parent conglomerate, LVMH. As Louis Vuitton was already a leading luxury brand, it made sense to partner with the prestigious champagne and cognac

...ing luxury brands, it made sense to partner with the prestigious champagne and cognac producers Moët et Chandon and Hennessy. This partnership gave birth to LVMH in 1987, a historic and strategic move for the company.

The 90s: A Pivotal Era For Louis Vuitton

In the early 1990s, Yves Carcelle was appointed president, becoming the first non-family head of the house. It was during his tenure that the brand made substantial inroads in the fashion industry through innovative collaborations and contemporary interpretations of classic pieces. In 1996, the brand celebrated the 100th anniversary of its Damier print with a limited edition release, featuring the rare pairing of vachetta leather: the Centenaire Collection.



Centenaire West End Bag



Centenaire Chelsea Bag

Marc Jacobs was appointed as the first creative director for Vuitton in 1997. He designed the brand's first ready-to-wear line, and introduced the Monogram Vernis. In 2001, Stephen Sprouse collaborated with Jacobs to create a collection featuring vibrant graffiti art overlaid on the classic monogram canvas. Building on the success of the Sprouse collaboration, Louis Vuitton embarked on a path of artistic partnerships. In 2003, the brand joined forces with Takashi Murakami to introduce the Multicolor Monogram, a reinterpretation of the standard monogram print in 22 different

introduce the multicolor monogram, a reinterpretation of the standard monogram print in 33 different colors on black or white backgrounds. Murakami also contributed the iconic smiling cherry blossom design to the classic monogram.



LV Alma Bag



LV Speedy Bag



LV Trouville Bag

In 2007, among soaring sales, Louis Vuitton introduced the iconic Neverfull bag, a classic crafted in monogram canvas with a striped interior, side pocket, and vachetta trim. In 2014, the tote received a redesign with new interior prints, expanded color options, and a detachable pouch.

In January 2013, as a symbolic farewell, Marc Jacobs introduced the Pochette Metis, inspired by the Monceau Briefcase. This versatile handbag remains one of the brand's most enduring and coveted pieces.

Louis Vuitton & The '00s

In 2013, as Louis Vuitton continued to flourish, Jacobs stepped down to focus on his eponymous brand with LVMH's support. This marked the appointment of Nicolas Ghesquière as the new Artistic Director for Women's Fashion. Having arrived from Balenciaga, Ghesquière brought a bold, edgy aesthetic to the brand, departing from its traditional, more conservative image and catering to a younger audience. The handbag line at Louis Vuitton saw consistent growth, with numerous limited editions released each year.



LV Alma Bag



LV Capucines Bag



LV Twist Bag

Since his appointment, Nicolas Ghesquière has consistently delivered highly sought-after pieces and continues to amaze with his innovative and forward-thinking designs. Ghesquière's success paved the way for Louis Vuitton to tap into another creative genius for the men's business. In 2018, Virgil Abloh took the reins as the men's creative director and introduced stunning new accessories, capturing the hearts of both men and women—a rare feat for the brand.

Tragically, on November 28, 2021, Virgil Abloh passed away after a two-year battle with angiosarcoma. Abloh's creative brilliance left an indelible mark on Louis Vuitton, redefining the brand's vision and setting a new standard for inclusivity and innovation in the world of luxury fashion.

Louis Vuitton Today

Nowadays, Louis Vuitton stands at the pinnacle of the luxury industry. In 2019, the brand claimed the coveted first place in BrandZ's top 10 most valuable luxury brands, boasting an impressive worth of \$47.2 billion. In a bold move, on February 14, 2023, the renowned musician and fashion icon Pharrell Williams assumed the role of creative director for men's wear, promising an exciting and innovative future for the brand. Additionally, Louis Vuitton remains at the forefront of design and craftsmanship, unveiling a range of new handbag models, including the elegant Orsay, alongside fresh iterations of iconic classics like the GO14, the Side Trunk, the Bum Bag, and the timeless Speedy, reinforcing its commitment to shaping the ever-evolving landscape of luxury fashion.

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*0% APR financing is available for those who qualify from 10/1/23 through 11/19/23. Rates from 0–36% APR. For example, a \$1800 \$150/mo over 12 months at 0% APR. For purchases under \$1500, limited payment options are available. Payment options through Affirm are subject to an eligibility check and are provided by these lending partners: [Affirm's lending partners](#). Options depend on your purchase amount, and a down payment may be required. See [Licenses, Notices, and Related Disclosures](#) for important info on state licenses and notifications.

*Refer program only available for customers in the U.S. Referred friend discount only applicable on first purchase. Rebag Credit will be awarded 14 days after your friend makes their first purchase. Partial or full refunds will prohibit Rebag Credit from being awarded. See terms and conditions for details.

*Payout will be deposited as Seller Funds in the Wallet section of your Rebag.com account. Transfer your Seller Funds at any time without fees via bank transfer or check. Your Seller Funds cannot be redeemed at stores for physical cash.

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United States Patent and Trademark Office (USPTO)

USPTO OFFICIAL NOTICE

Office Action (Official Letter) has issued
on October 31, 2023 for
U.S. Trademark Application Serial No. 97068753

A USPTO examining attorney has reviewed your trademark application and issued an Office action. You must respond to this Office action to avoid your application abandoning. Follow the steps below.

- (1) **[Read the Office action](#)**. This email is NOT the Office action.
- (2) **Respond to the Office action by the deadline** using the Trademark Electronic Application System (TEAS) or the Electronic System for Trademark Trials and Appeals (ESTTA), as appropriate. Your response and/or appeal must be received by the USPTO on or before 11:59 p.m. **Eastern Time** of the last day of the response deadline. Otherwise, your application will be **[abandoned](#)**. See the Office action itself regarding how to respond.
- (3) **Direct general questions** about using USPTO electronic forms, the USPTO [website](#), the application process, the status of your application, and whether there are outstanding deadlines to the [Trademark Assistance Center \(TAC\)](#).

After reading the Office action, address any question(s) regarding the specific content to the USPTO examining attorney identified in the Office action.

GENERAL GUIDANCE

- **[Check the status](#) of your application periodically** in the [Trademark Status & Document Retrieval \(TSDR\)](#) database to avoid missing critical deadlines.
- **[Update your correspondence email address](#)** to ensure you receive important USPTO notices about your application.
- **[Beware of trademark-related scams](#)**. Protect yourself from people and companies that may try to take financial advantage of you. Private companies may call you and pretend to be the USPTO or may send you communications that resemble official USPTO documents to trick you. We will never request your credit card number or social security number over the phone. Verify the correspondence originated from us by using your serial number in our database, [TSDR](#), to confirm that it appears under the “Documents” tab, or contact the [Trademark Assistance Center](#).

- **[Hiring a U.S.-licensed attorney.](#)** If you do not have an attorney and are not required to have one under the trademark rules, we encourage you to hire a U.S.-licensed attorney specializing in trademark law to help guide you through the registration process. The USPTO examining attorney is not your attorney and cannot give you legal advice, but rather works for and represents the USPTO in trademark matters.