

APPAREL AND ACCESSORIES

Louis Vuitton joins Discord

September 26, 2023



The maison enters Discord, an instant messaging platform wherein users can communicate via voice, video or text. Image courtesy of Louis Vuitton

By LUXURY DAILY NEWS SERVICE

French fashion house **Louis Vuitton** is entering new virtual territory.

The maison has joined Discord, an instant messaging platform wherein users can communicate via voice, video or text. As the brand continues to innovate, the announcement ensures fans access to a steady stream of content on a quick-growing social media site, lending Louis Vuitton fresh and immersive ways to interact with followers.

Virtual voyage

Carving out a space for itself on a popular platform among millennial and Gen Z consumers, Louis Vuitton will showcase its creations, behind-the-scenes content and more, detailing brand updates in real-time via the new server.

Discord's topic-based channels allow fans to exchange views directly. The technology, originally intended to connect gamer communities, now offers to enhance the online experiences of the brand's audiences.

Join Louis Vuitton on [@Discord](#) to explore the innovation and savoir-faire of the Maison at <https://t.co/8R86awQ8XP#LouisVuitton #LouisVuittonVIA pic.twitter.com/6Khvh1kr9L>

Louis Vuitton (@LouisVuitton) **September 26, 2023**

Consumers can expect exclusive takes on topics involving identity and innovation to go live on Louis Vuitton's board, as users gain the opportunity to get to know the label on a deeper level.

Those who want to dive into the digital Louis Vuitton universe can do so at <https://discord.com/invite/louisvuitton>.

The maison is furthering the initiative with the creation of a private channel dedicated to its existing VIA community, taking another step in its embrace of Web3 technology.

Through the new outlet, the metaverse's insider group can participate in idea brainstorming sessions and influence forthcoming Louis Vuitton developments, many of which continue to surprise and delight ([see story](#)).

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