



World Tour: Vintage Hotel Labels from the Collection of Gaston-Louis Vuitton

Francisca Matteoli

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“Show me your luggage and I’ll tell you who you are,” proclaimed a 1920s Louis Vuitton slogan. *World Tour* takes readers back to a time when travel was a true adventure, when elegant passengers embarked on grand tours aboard ocean liners, took flight in the first airplanes, rode the Orient Express, journeyed to exotic locales, and stayed in one luxurious hotel after another. Throughout his life, the famous trunk maker and inveterate traveler Gaston-Louis Vuitton amassed a collection of over 3,000 hotel publicity stickers and labels, which globetrotters proudly affixed to their luggage. Spanning the 1920s to the 1950s, this book features more than 900 labels, a wealth of period photographs, and vintage postcards, all from around the globe, including the favorite destinations and pursuits of cosmopolitan travelers: seaside stays on the French Riviera, skiing in Chamonix and Zermatt, cultural tours of Athens and Mexico, beach vacations in Honolulu and Capri, and more.

Praise for *World Tour*:

“Guaranteed to trigger wanderlust.” —*The New York Times Book Review*

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