

### **The Homeless Boy Who Invented Louis Vuitton**

1. With no money or food, he worked \_\_\_\_\_ jobs with artisans and \_\_\_\_\_ to survive, \_\_\_\_\_ making any money but learned valuable skills that led to \_\_\_\_\_ modern \_\_\_\_\_ and creating a billion-dollar \_\_\_\_\_
2. At the time, traditional boxes were made with \_\_\_\_\_ and were \_\_\_\_\_-shaped. The lids were \_\_\_\_\_ so that water would run off the top instead of \_\_\_\_\_ through the leather
3. From then on, LV fell behind when \_\_\_\_\_ to other luxury brands. It was \_\_\_\_\_ a smaller business, and sales \_\_\_\_\_. No journalist \_\_\_\_\_ to speak \_\_\_\_\_ of the brand
4. What did a small Louis use to do on a family farm?
  
5. What benefit did Louis gain from the post-war period?

6. Why was Louis Vuitton known as a unique designer?
7. Explain the reason why customers were shocked to see the monogram on products
8. What unexpected and devastating decision was made by one of the Louis Vuitton's heirs?
9. What was the reason for the trial between Henry Vuitton and Bernard Arnault?
10. Why was it a good idea to hire Marc Jacobs as a creative director?