

Parsons and Columbia Business School Design Luxury Goods

Products range from a new line of “Femme Fatale” Lalique jewelry to a Louis Vuitton travel case for DJ turntables.

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INTERIOR DESIGN -- 12/13/2006



Luxury brands including Louis Vuitton and Hermès are tapping rising stars for the next round of high-end products. Through a unique annual collaboration, now in its 12th year, students from [Parsons The New School for Design](#) and [Columbia Business School](#) have designed five products for leading luxury goods companies.

In addition to Louis Vuitton and Hermès, participants include Ferragamo, Graff, Lalique, and Saks Fifth Avenue. Working in teams, the students collaborated closely with top executives to produce products ranging from a new line of “Femme Fatale” Lalique jewelry, to an ultra-luxury watch line incorporating a diamond, to a Louis Vuitton travel case for DJ turntables. The latter, the Las Vegas DJ travel case, is part of a line of customizable travel cases catering towards different regions in the U.S. Upon completing their designs, students were tasked to propose marketing solutions.

“We recognize the role of design as a catalyst for business change, and are growing our expertise in design strategy and planning, as well as partnering with institutions such as Columbia and LEF to enrich the learning experience,” says Tim Marshall, Dean of Parsons.

For a complete list of product descriptions visit [The New School](#). The program is sponsored by the Luxury Education Foundation, a public not-for-profit organization dedicated to educational programs.

