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## Louis Vuitton & Aramith Collaborate to Create Pool Balls

The world's finest billiard ball manufacturer, Aramith, is working with Louis Vuitton as they introduce exclusive pool balls to Louis Vuitton's stunning new limited-edition Billiard Trunk.



Aramith, who manufactures the world's finest quality professional billiard balls, is proud to announce a collaboration with Louis Vuitton. The Belgian expert ball manufacturer has designed a limited-edition customized Louis Vuitton pool ball set for the House's new Billiard Trunk which will be launched in May 2018.

Saluc / Aramith COO, Yves Bilquin, said: "We are delighted to be working with Louis Vuitton to produce this exclusive, high-end product for the connoisseurs. Louis Vuitton represents the absolute pinnacle of sophistication, innovation and quality. Aramith, the world's most prestigious billiard ball manufacturer, is the only brand able to produce billiard balls with a level of quality required by Louis Vuitton and its new limited-edition Billiard Trunk".

Bilquin adds: "Many of the most stylish luxury homes are now designed with beautiful game or billiards rooms and the luxury market is growing. The very top end of the market demands absolute quality and the new Louis Vuitton Billiard Trunk with Aramith professional balls is the ultimate addition to any luxury game room".

The Aramith billiard balls have been especially customised for this collaboration, using state of the art engraving techniques. Louis Vuitton's signature Monogram flower motif can be found on the fifteen numbered balls, while the cue ball features a discreet LV logo inscription.

Handcrafted in Louis Vuitton's historic workshops in Asnières near Paris, the Billiard Trunk puts French know-how in the spotlight. The trunk is adorned in a Monogram canvas for the exterior and with a microfiber interior. The trunk contains compartments for all billiards accessories including the customised Aramith billiard balls, a set of two cue sticks, pool cue chalk and a special billiard rack dressed in Louis Vuitton's traditional natural cowhide leather.

The unique pool balls will be sold exclusively with the limited-edition Billiard Trunk, in Louis Vuitton stores worldwide.

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Sold in over 50 countries, Simonis™ cloth is truly the universal choice for cue sports. Having earned its reputation with professional players and amateurs alike, Simonis remains the choice for more tournaments worldwide than any other cloth.

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Made by Saluc in Belgium, Aramith™ Billiard balls have enjoyed a legendary reputation for outstanding endurance and uncompromised quality. Used by almost 80% of players worldwide, they are recognised as the reference of the industry.

[www.aramith.com](http://www.aramith.com)



Strachan™ is made in the West of England and is the world's leading brand of snooker and English pool cloth. The official cloth of World Snooker and used at professional tournaments worldwide. It is the choice of champions.

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