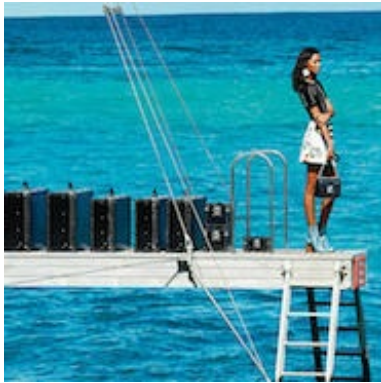


ADVERTISING

Louis Vuitton prompts wanderlust with latest campaign

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Louis Vuitton Spirit of Travel campaign 2015

By STAFF REPORTS

French apparel label Louis Vuitton is taking consumers to warmer climes with its latest Spirit of Travel campaign.

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Louis Vuitton's effort shows its handbags and trunks against the vivid backdrop of the Caribbean, with photographer Patrick Demarchelier capturing models beachside. This campaign enables Louis Vuitton to celebrate travel's place within its DNA.

On the move

The brand began rolling out campaign images to consumers via social media Feb. 26. One image shows model Liya Kebede standing on a dock looking out at sea, with a Louis Vuitton bag in her hand and a line of trunks sitting behind her.



Image from Louis Vuitton Spirit of Travel campaign

Another still shows Julia Nobis leaning against a stack of bright trunks piled onto a boat.



Image from Louis Vuitton Spirit of Travel campaign

Maartje Verhoef is pictured in closeup, clutching a handbag to her and staring out into the distance.

A campaign video released later more fully immerses consumers in the atmosphere.

Louis Vuitton's video is underscored by ethereal music, with a single female voice narrating, who talks of a "modern voyager, always looking forward."

As the models hike up a mountain, walk along a cliff overlooking the sea or float in a boat, the narrator takes their perspective.

The video closes with the message, "Whoever lives sees, but whoever travels sees more."

Embedded Video: <https://www.youtube.com/embed/OhIEt5IN6GI>

Louis Vuitton Presents The Spirit of Travel

Last year, Louis Vuitton released a video shot during the filming of its safari-themed print advertising campaign to further explain its ideology.

Shot on location in South Africa, Louis Vuitton's "The Spirit of Travel" film shows models strolling alongside leopards and feeding giraffes. This 90-second video acted as both a campaign film and travel brochure, giving the viewer an idea of where to take Louis

Vuitton's luggage, while reminding consumers of the brand's travel heritage ([see story](#)).

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