ADVERTISING

Louis Vuitton's Series 3 continues women's wear exploration

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Bruce Weber for Louis Vuitton Series 3

By STAFF REPORTS

French fashion house Louis Vuitton has released the third installment of its ongoing advertising campaign, "Series 3."

Series 3 is a part of the serialized print campaign envisioned by Louis Vuitton's women's collection artistic director Nicolas Ghesquière. The Series campaigns have been photographed by Annie Leibovitz, Juergen Teller and Bruce Weber, all of whom have worked to capture the aesthetic of the house under the direction of Mr. Ghesquière.

Serial update
For Series 3, Ms. Leibovitz did not return, but Mr. Teller and Mr. Weber continued their participation in Louis Vuitton's ongoing women's wear campaign.

As of press time, Louis Vuitton has shared campaign imagery with Mr. Ghesquière's muse, actress Jennifer Connelly shot by Mr. Teller and model Freja Beha photographed by Mr. Weber.

Each of the images shared include a link to Louis Vuitton's Web site where the full campaign gallery can be viewed. The posts also include the hashtag #LVSeries3.

In the images models are outfitted in clothing and apparel from Louis Vuitton's fall/winter 2015 collection and are photographed in an industrial setting reminiscent of an airport tarmac.

Louis Vuitton's Series 3 for fall/winter 2015

On its Web site, Louis Vuitton included two videos showing footage curated by Mr. Teller and Mr. Weber.

Since this is the third adaption, Louis Vuitton consumers may become tired of this ad strategy, although it is refreshed each time due to the new collection featured, the overall approach may be overworked.

As with Series 1 (see story), Series 2 "illustrates an international vision of fashion" through specific locations and the personal reflections of the photographers (see story).