

EVENTS/CAUSES

Louis Vuitton reinterprets ad effort for London exhibition

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Bruce Weber for Louis Vuitton Series 3

By STAFF REPORTS

French apparel and accessories maker Louis Vuitton has brought its fall/winter 2015 advertising concept “Series 3” to life through an exhibit in London.

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Held at 180 Strand from Sept. 21 through Oct. 18, the exhibit is open to the public and will give consumers a glimpse into artistic director Nicolas Ghesquière's inspirations and creative process for the collection. Although the event is free, Louis Vuitton is encouraging consumers to “skip the queue” by booking complimentary tickets online prior to attending.

Inside series

Series 3 is the continuation of Mr. Ghesquière's advertisements “Series 1” and “Series 2,” which have invited famed photographers to shoot the designer's muses and favorite models in ready-to-wear for that given season ([see story](#)).

For the exhibit, consumers will experience a “modern and unexpected reinterpretation of a fashion show” highlighting pieces from Louis Vuitton's fall/winter 2015 collection. By presenting the pieces in a new way that enhances the appeal and the advertising concept,

consumers may find new appreciation for the collection and the designs of Mr. Ghesquière.

In addition to the complimentary entrance pass, Louis Vuitton is also offering consumers a guided tour free of charge for consumers looking for a more insightful experience.

The London exhibition 'Louis Vuitton Series 3' invites you into the universe of the Fall 2015 Collection. The exhibition...

Posted by [Louis Vuitton](#) on [Friday, September 18, 2015](#)

To give a glimpse into the Series 3 exhibit on its opening night, Louis Vuitton recruited Angela Scanlon, an Irish television personality, to takeover its Snapchat account. The opening night takeover presented Louis Vuitton enthusiasts access to live red carpet coverage and an exclusive look at the exhibit.

Attendees included Michelle Williams, Selena Gomez, Poppy and Cara Delevingne, Alexa Chung and Catherine Deneuve.

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