

ADVERTISING

## Louis Vuitton tackles sartorial norms for Series 4 effort

January 5, 2016



*Jaden Smith for Louis Vuitton, Series 4*

By STAFF REPORTS

French fashion house Louis Vuitton is embracing gender fluidity by casting Jaden Smith in its latest women's wear campaign.

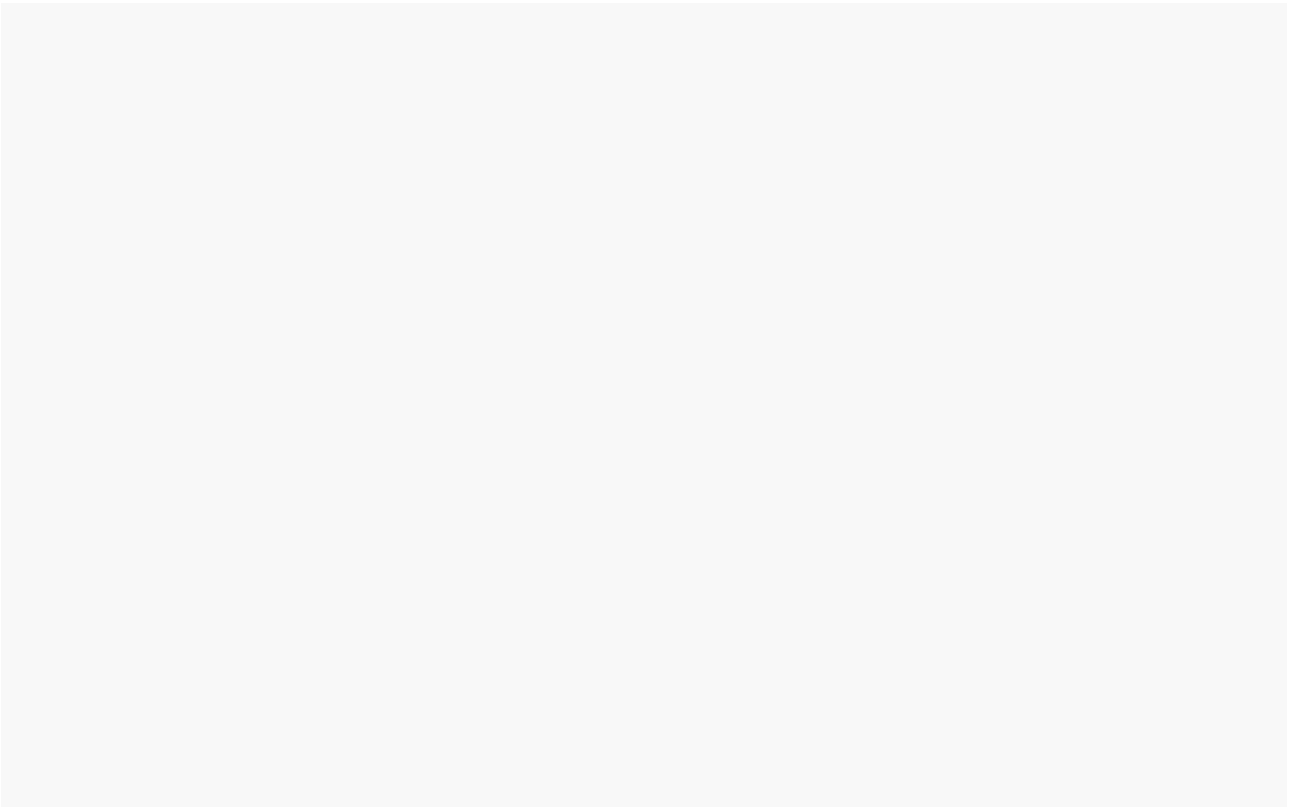
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Through a post on Instagram, Louis Vuitton creative director Nicolas Ghesquire shared an image of the young actor wearing apparel from the brand's spring/summer 2016 collection for women. Mr. Smith's appearance in the effort, part of the ongoing numbered "Series" advertisements, may help Louis Vuitton market to a younger demographic.

### Fluid fashion

The "Series 4" campaign brings back photographer Bruce Weber, who has also participated in Louis Vuitton's "Series 1," "Series 2" and "Series 3" campaigns ([see story](#)).

While Louis Vuitton has yet to share the campaign stills on its social accounts, Mr. Ghesquire's sharing of the images has created much buzz. This is especially true due to the unexpected inclusion of 17-year-old Mr. Smith, who is the son of actor Will Smith, in a women's wear ad campaign.



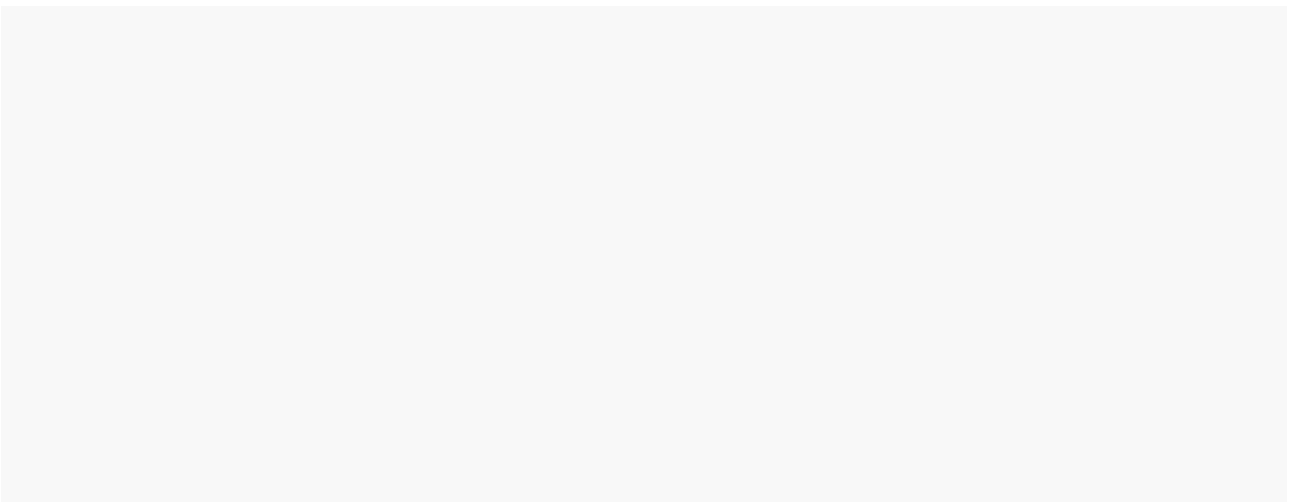
Happy to introduce Jaden Smith @christiaingrey in the new SS16 @louisvuitton ad Campaign photographed by Bruce Weber

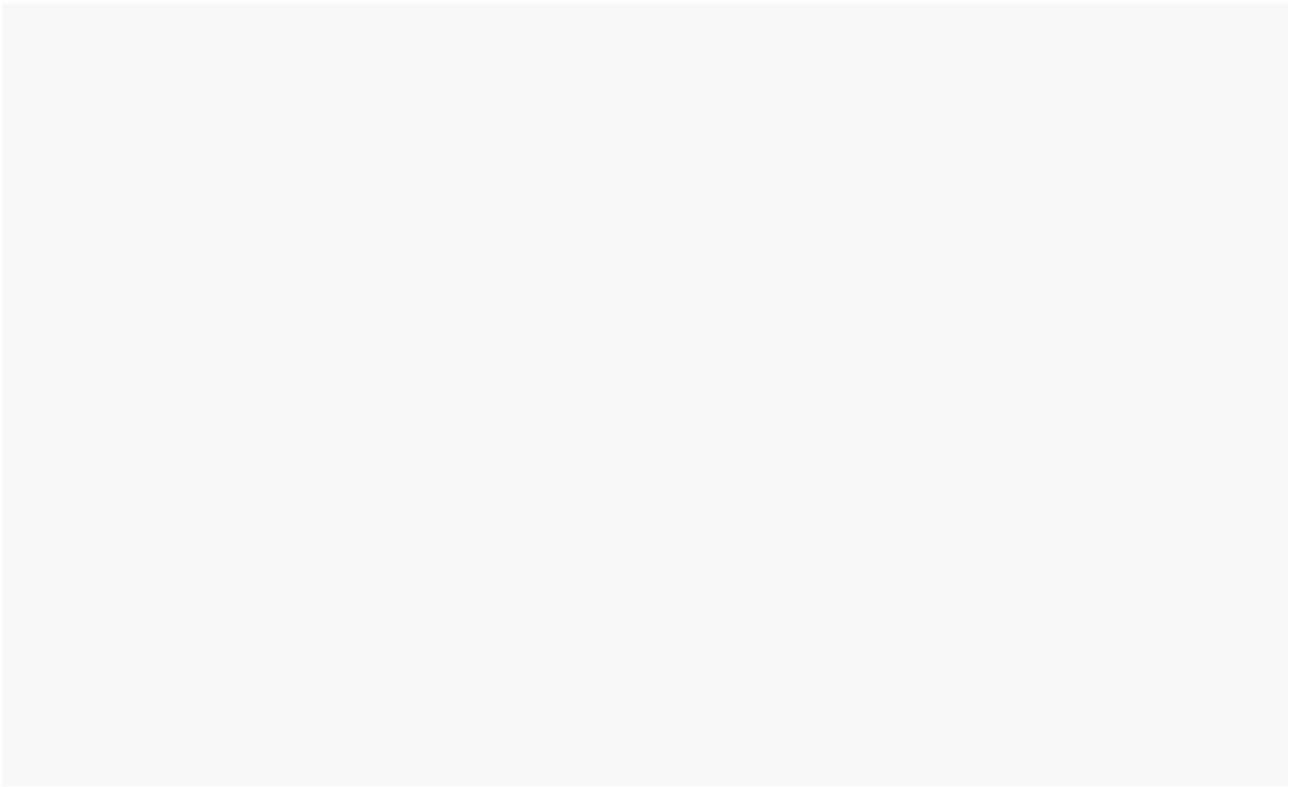
A photo posted by

Fashion brands and retailers have reacted to societal issues of gender and sexuality in a number of campaigns. Notably, British department store chain Selfridges broke down the societal and sartorial barriers between the sexes with a multichannel campaign centered on genderless fashion.

For "Agender," three floors of the retailer's Oxford Street flagship were transformed into "gender-neutral" shopping areas, and consumers could also shop the selection online, as well as interact with special digital content. To further communicate the concept and conversation, Selfridges worked with a number of creatives throughout March and April 2015 for in-store and online features crossing design, music and film ([see story](#)).

The sneak peek of Louis Vuitton's Series 4 on Mr. Ghesquiere's personal Instagram account shows Mr. Smith with three models, all of whom sport apparel from the spring/summer 2016 collection. In Series 4, Mr. Smith, known for breaking societal norms through fashion, wears an embellished skirt, fringe top and leather moto jacket.





A photo posted by

A new generation of Hollywood starlets are beginning to rise through the ranks of film and fashion simultaneously. For instance, Mr. Smith's sister Willow Smith, was cast in Marc Jacobs' fall/winter 2015 campaign ([see story](#)). Also, Lily-Rose Depp, the daughter of actor Johnny Depp, was selected as the face of Chanel eyewear in July ([see story](#)).

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