

EVENTS/CAUSES

Luxury brands honor memory of David Bowie

January 11, 2016



Instagram post from Marc Jacobs

By STAFF REPORTS

After news of musician David Bowie's death broke, luxury brands found their own ways to pay tribute to the late performer.

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The singer, who was as much known for his fashion and style choices as he was for his music, passed away Jan. 10 at the age of 69 following a battle with cancer. From social posts to runway shows, luxury brands found ways to honor an artist who inspired them both personally and professionally.

Paying tribute

Louis Vuitton remembered Mr. Bowie by sharing one of its LV Pass videos, which the artist appeared in. Directed by Romain Gavras, the short shows Mr. Bowie serenade Model Arizona Muse in L'Invitation au Voyage Venice as she descends from a hot air balloon in the center of Venice's Piazza San Marco ([see story](#)).

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RIP David Bowie, a legend and a gentleman. Your extraordinary journey will continue, your magic will never die.

Posted by [Louis Vuitton](#) on [Monday, January 11, 2016](#)

Raymond Weil, a brand whose identity is centered on music, gave its own social media eulogy by posting the music video for Mr. Bowie's "Space Oddity."

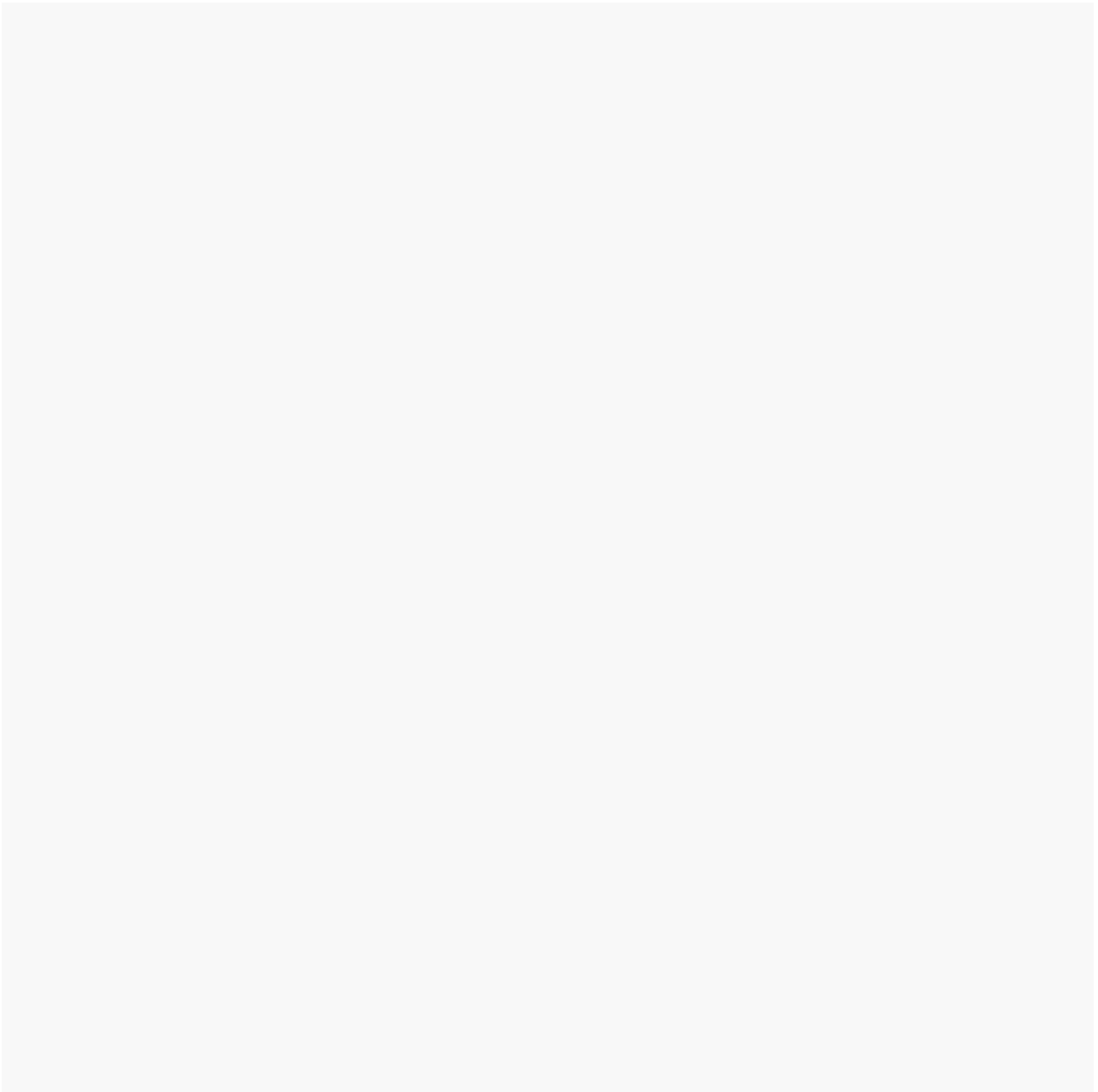
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The world has lost a musical prodigy. A pioneer who shined by his unique extravagance. Ground control salutes you, David Bowie. RIP <https://www.youtube.com/watch?v=iYYRH4apXDo>

Posted by [Raymond Weil](#) on [Monday, January 11, 2016](#)

Marc Jacobs paid tribute with a series of black-and-white photos of Mr. Bowie captured by Masayoshi Sukita.

Barneys New York chose to share one of Mr. Bowie's glam stage looks worn by his androgynous persona Ziggy Stardust, saying on Instagram, "You are a visionary and your creativity will inspire us forever."



You are a visionary and your creativity will inspire us forever. David Bowie 1947-2016.

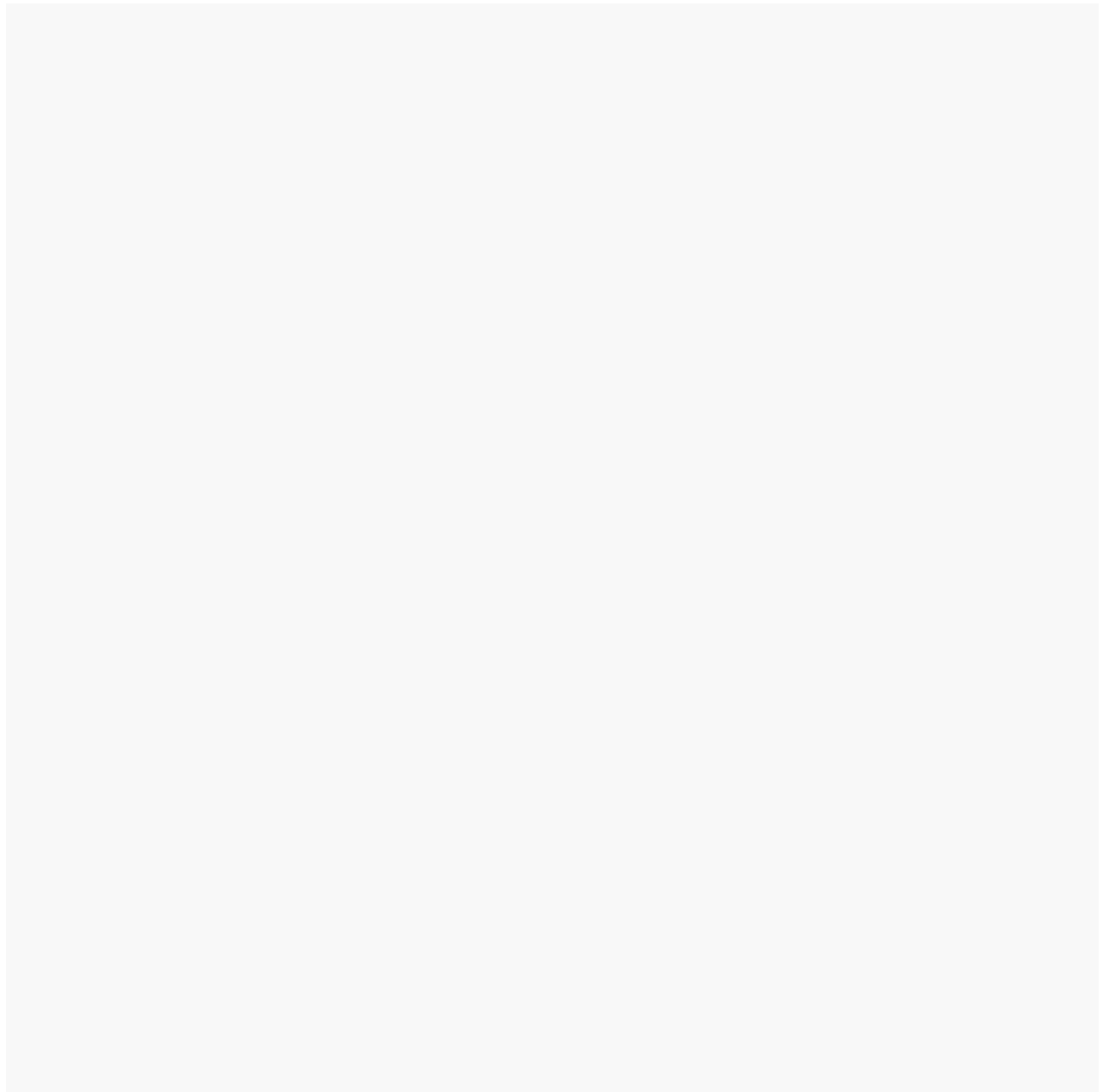
A photo posted by barneysny (@barneysny) on Jan 11, 2016 at 4:59am PST

Michael Kors honored "the one and only" Mr. Bowie with a post remembering his talent, style and gentlemanly qualities.

Great talent, great style and a great gentleman. RIP, the one and only David Bowie.

pic.twitter.com/dnkoC6sEhI Michael Kors (@MichaelKors) January 11, 2016

Brian Atwood, speaking from his label's account, made a more personal statement about how he would miss his neighbor. He added that he is "heartbroken" for Mr. Bowie's widow Iman.



Gonna miss our neighbor #davidbowie

According to [The Cut](#), upon arrival at Burberry's runway show Jan. 11, guests listened to Mr. Bowie's "Where Are We Now?"

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