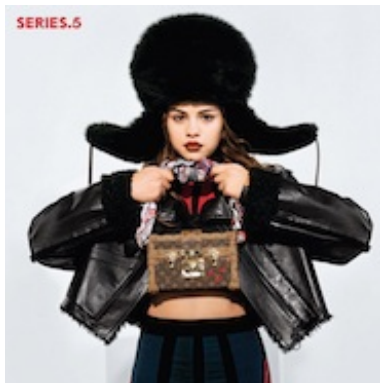


APPAREL AND ACCESSORIES

## Louis Vuitton drops fall campaign with superstar support

June 20, 2016



*Louis Vuitton Series 5 featuring Selena Gomez*

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By STAFF REPORTS

French leather goods house Louis Vuitton is adding celebrity cachet to its Series 5 advertising campaign.

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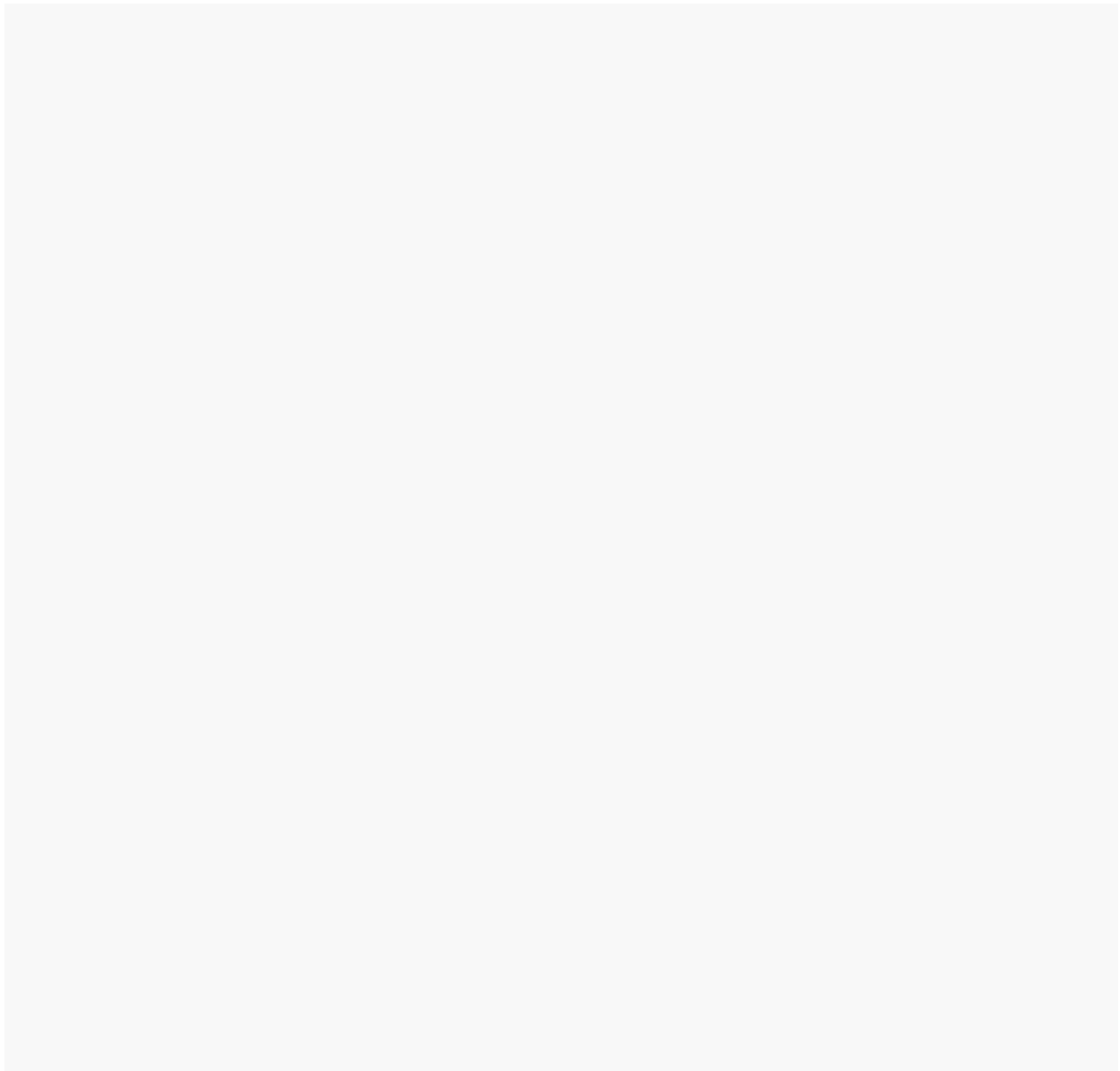
**Luxury Daily**

The ad campaign, shot by photographer Bruce Weber, features singer and actress Selena Gomez posing alongside models wearing Louis Vuitton's fall/winter 2016 collection. Taking a nonchalant approach to having a famous spokesmodel, Ms. Gomez appears as part of an ensemble posse rather than as the single leading lady of the images.

First for everything

Ms. Gomez and Louis Vuitton creative director Nicolas Mr. Ghesquière were the first to reveal any photos from the effort, creating an existing buzz for when the brand posted. The performer's 85 million fans shared upwards of 23,000 comments on her announcement, in which she shared her thanks and love for the brand's designer.

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Happy to finally share my first @louisvuitton campaign --thank you and love you  
@nicolasghesquiere ? @bruce\_weber

A photo posted by Selena Gomez (@selenagomez) on Jun 17, 2016 at 10:35am PDT

Louis Vuitton revealed its campaign images on Instagram and Twitter, selecting those platforms over other social networks.

In the campaign, the fifth from Mr. Ghesquière for the house, the cast appears posing on white steps in front of an ivory backdrop. The clean, minimalist approach allows the models and product to be the main event of the ads.



### *Louis Vuitton Series 5 campaign*

Breaking from the otherwise stripped down campaign, one image captures Ms. Gomez toting a bag, ready to board a private plane.

This marks the first time the singer has appeared in a Louis Vuitton ad, but she has previously interacted with the brand, attending the Met Gala this year wearing a Louis Vuitton gown and lending her support to the label's #MakeAPromise initiative for UNICEF.

Celebrities can help bring more attention to a brand's campaign, causing consumers to see a storied house in a new light.

French fashion house Christian Dior leveraged pop star Rihanna's celebrity and modernity in the latest installment of its Secret Garden advertising campaign.

The singer was the first to release any of the campaign images, posting them to Instagram May 13 ahead of Dior's May 14 publication, creating a media frenzy and gaining the attention of her millions of social media fans. Building interest before the full campaign release May 18 will draw an audience for the big reveal ([see story](#)).

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