

APPAREL AND ACCESSORIES

Louis Vuitton cruises to Rio with Alicia Vikander in latest campaign

October 17, 2016



Louis Vuitton cruise 2017 campaign

By STAFF REPORTS

French fashion house Louis Vuitton is extending the tropical vibes of its cruise 2017 fashion show by setting its corresponding campaign in the same locale.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The brand's latest advertisements star actress Alicia Vikander, who has become a frequent Louis Vuitton collaborator in the past year, as she plays tourist in Rio de Janeiro. Like Louis Vuitton's previous cruise efforts, this campaign is primed to inspire wanderlust as it reinforces the brand's traveling spirit.

Brazil bound

The cruise show bowed on May 28 at the Niteri Contemporary Art Museum. Louis Vuitton's choice of destination for this year's show played off Olympic fever as consumers looked ahead to the games ([see story](#)).



The Spirit of Travel

LOUIS VUITTON

Louis Vuitton's cruise 2017 campaign

Louis Vuitton's cruise ads show Ms. Vikander flanked by palm trees or standing nonchalantly on the beach. One image looks back at the runway show itself, capturing the protagonist walking down the modern museum's space age ramp.

Ms. Vikander has been a recurring personality in Louis Vuitton's marketing as of late.

The Louis Vuitton Cruise 2017 Collection with Alicia Vikander

Louis Vuitton hit the desert highway on a quest for "freedom and adventure" in its cruise 2016 campaign.

The previous "Spirit of Travel" effort saw actresses Michelle Williams and Ms. Vikander traveling separately and as a pair to a joint destination described in the first vignette as being a destiny rather than a location. For the Spirit of Travel efforts, Louis Vuitton incorporates its heritage as a luggage maker to draw inspiration for its cruise collection communications ([see story](#)).

Louis Vuitton did the twist with the actress to promote its handbag design.

The Twist handbag gets its name due to the metal "LV" clasp that keeps the wearer's belongings secure by twisting the "L" to align with the "V," allowing the purse to be opened or closed. Hoping that its Twist handbag will become the next It bag, Louis Vuitton has smartly chosen Ms. Vikander as the spokesmodel just as the actress' career is taking off ([see story](#)).

Having already worked with Louis Vuitton, the actress wore the label on the red carpet during the 2016 award season, during which she accepted the Academy Award for her role in "The Danish Girl."