

APPAREL AND ACCESSORIES

## Louis Vuitton whirls through Paris in spring ads

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*Image from Louis Vuitton's spring/summer 2017 campaign*

By STAFF REPORTS

French fashion house Louis Vuitton is portraying its idea of Parisian elegance in a summery advertising campaign.

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The effort, which casts a mix of models and celebrities, was shot by Bruce Weber in the City of Lights. Louis Vuitton's campaign are often destination-centric, drawing on the house's heritage of travel.

Louis Vuitton on location

Louis Vuitton's campaign is titled Series 6, referencing its place as the sixth advertising effort conceived by Nicolas Ghesquire.

**SERIES 6**



*Michelle Williams for Louis Vuitton's Series 6 campaign*

Actresses Jennifer Connelly and Michelle Williams reprise their roles as spokesmodels for Louis Vuitton. French actress Adle Exarchopoulos and American actress Sasha Lane also feature in the images.

A short campaign film captures sweeping views of the city as well as shots of models traipsing through the streets.

*Louis Vuitton Series 6 by Nicolas Ghesquire filmed by Bruce Weber*

Louis Vuitton wanted to convey both the traditional and the playful and new.

Last season, the label extended the tropical vibes of its cruise 2017 fashion show by setting its corresponding campaign in the same locale.

The brand's previous advertisements starred 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 ([see story](#)).

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