

APPAREL AND ACCESSORIES

Louis Vuitton's fall ads mix futurism, famous faces

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Louis Vuitton's Series 7 campaign. Image credit: Louis Vuitton

By STAFF REPORTS

French fashion label Louis Vuitton is gearing up for the fall season with a campaign that looks further into the future.

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Shot by photographer Bruce Weber in a car garage in the United States, the ads place models and celebrities at the center of a mechanical environment. Envisioned as a "nomadic journey," the campaign follows in the footsteps of the brand's recent women's wear campaigns, which modernize Louis Vuitton's traveling spirit.

Frontierless fashion

Louis Vuitton's Series 7 campaign was envisioned by creative director Nicolas Ghesquire to have "no frontiers." Much like many of the designer's previous efforts for the house, this season's campaign features a mix of household names and professional posers.

"Game of Thrones" actress Sophie Turner appears next to model Santiago Robledo Pages, while another shot brings Riley Keough and Jaden Smith together, again casting the actor in a women's wear effort to defy gendered dressing conventions ([see story](#)).



Sophie Turner for Louis Vuitton Series 7. Image credit: Louis Vuitton

Catherine Deneuve, who has appeared in other Louis Vuitton efforts, returns to her role as a brand face in the ads as well.

The campaign stars pose next to sports cars or use tool cabinets as a set. A short film gives the feeling of movement through wind and lighting effects.

Louis Vuitton Series 7 by Nicolas Ghesquire, filmed by Bruce Weber

While houses such as Louis Vuitton have craftsmanship at their core, they also need to innovate, said the creative director of the brand.

Speaking at the FT Business of Luxury Summit on May 15, the designer explained his approach to creating Louis Vuitton's collections, including his takes on new technologies and digital media. Changing consumer tastes and behavior are propelling innovation in fashion, pushing luxury labels to adapt ([see story](#)).

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