

APPAREL AND ACCESSORIES

Louis Vuitton taps Emma Stone as brand ambassador

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Nicolas Ghesquire with Emma Stone. Image credit: Louis Vuitton

By STAFF REPORTS

French fashion house Louis Vuitton has named American actress Emma Stone its latest brand ambassador.

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According to the brand, this appointment builds on the existing friendship between Ms. Stone and Louis Vuitton's creative director Nicolas Ghesquire. While a number of her peers have inked endorsement deals with luxury houses, such as Jennifer Lawrence's Dior contract, this marks Ms. Stone's first foray into being the face of a high-fashion label.

Fashion face

In Louis Vuitton's announcement of its latest brand face on social media, the house calls Ms. Stone Mr. Ghesquire's "muse." For her debut appearance as a face for the label, the actress appeared on the red carpet at the London premiere of her film "Battle of the Sexes" in an embroidered dress right off Louis Vuitton's spring/summer 2018 runway.

The actress is fresh off an award circuit earlier this year that saw her take home awards at the Academy Awards, Golden Globes and BAFTAs for her lead role in "La La Land." Battle of the Sexes is already getting buzz for being an Oscar contender.



Emma Stone wearing Louis Vuitton. Image credit: Louis Vuitton

Ms. Stone topped Forbes' list of highest-paid actresses in 2017. In addition to her acting roles, the star serves as a face of cosmetics label Revlon.

According to [Page Six](#), the deal involves a two-year contract between \$6 and \$10 million, for which the actress will appear in television and print advertising. The agreement also involves wearing Louis Vuitton on the red carpet.

The report also cites an anonymous source, which said that prior to inking the deal, the label was courting the reluctant actress for two years.

Louis Vuitton has previously linked with other award-winning millennial talent. The brand's other campaign faces have included Michelle Williams and Alicia Vikander ([see story](#)).

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