

APPAREL AND ACCESSORIES

Louis Vuitton takes ambassador Emma Stone to the California desert for pre-fall

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Emma Stone is the new muse of Louis Vuitton. Image credit: Louis Vuitton

By STAFF REPORTS

French fashion house Louis Vuitton is celebrating its pre-fall 2018 collection with a campaign set in the desert featuring actress Emma Stone.

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The campaign sees Ms. Stone photographed by Craig McDean in the California desert. Ms. Stone is the new muse for the house, and this campaign marks her debut advertising effort for Louis Vuitton.

"I am very happy and proud to be working with a house as passionate as Louis Vuitton, as well as with the unique style and creations of Nicolas Ghesquière" said Ms. Stone in a statement.

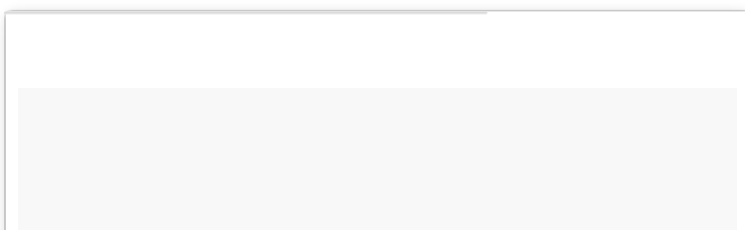
Spirit of Travel

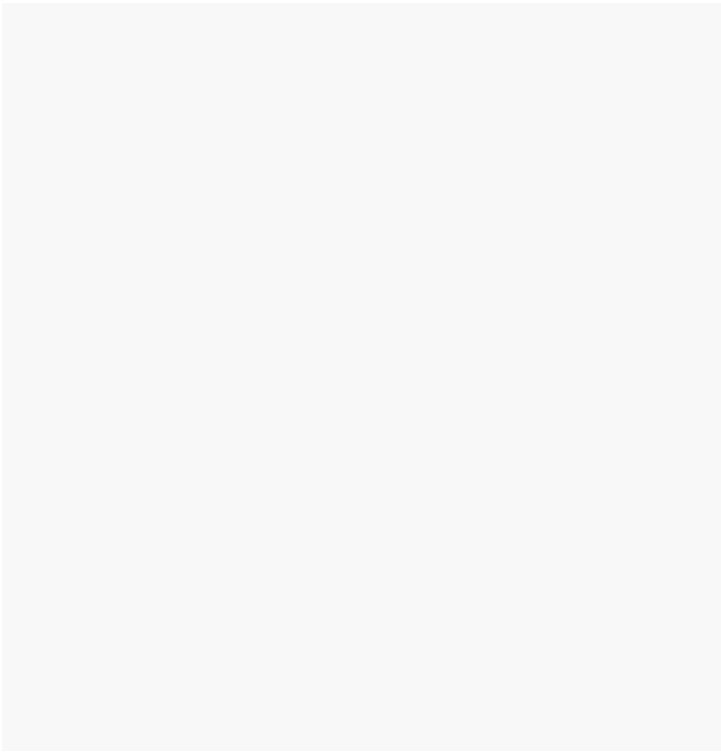
Back in October, Ms. Stone was named an official face of Louis Vuitton ([see story](#)), and over the past few months she has appeared on the red carpet wearing the brand at a number of occasions, including the Academy Awards.

Ms. Stone is now the focal point of the label's Spirit of Travel campaign. The series sees Louis Vuitton photographing its muses in various exotic locations around the world showing off pieces from its apparel collection as well as luggage and travel gear.

In this installment of the campaign, Ms. Stone is traveling through the California desert as Mr. McDean's camera captures her in many pieces from Louis Vuitton's pre-fall 2018 collection.

The photo series highlights the Capucines bag from Louis Vuitton in particular, with multiple photos of Ms. Stone carrying the bag through the arid desert.





Daring, confident and always on the move. The Spirit of Travel by #LouisVuitton will be revealed tomorrow, here on Instagram.

A post shared by Louis Vuitton Official (@louisvuitton) on Mar 1...

Louis Vuitton has been incorporating elements of travel into many of its campaigns recently.

For its spring/summer 2018 collection, Louis Vuitton hit the road to share the pieces with brand enthusiasts at exclusive pop-ups. Each temporary shop's display area had a tropical ambiance to connect point of sale with the collection.

Starting Jan. 10, a retro Volkswagen van began traveling the United States to promote the collection and pop-up series. Adorned with branded bumper stickers, the van's first stop was at Louis Vuitton's Miami Design District boutique until Jan. 22 ([see story](#)).

Ms. Stone's inclusion in the latest Spirit of Travel series continues this trend of travel-themed, photo-heavy advertising campaigns.

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