

APPAREL AND ACCESSORIES

Louis Vuitton renews relationship with Nicolas Ghesquire

May 23, 2018



Nicolas Ghesquire with Emma Stone. Image credit: Louis Vuitton

By STAFF REPORTS

French fashion label Louis Vuitton is continuing its relationship with its women's artistic director, who has supported what the brand calls unprecedented growth.

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The brand has renewed its contract with Nicolas Ghesquire as artistic director of women's, who joined in September 2013 to replace Marc Jacobs. Despite a rumor in 2016 he would be replaced, Louis Vuitton has continued faith in the director, as he has been a part of the company during significant growth.

"I am thrilled to write the next chapter of the collaboration I began with Louis Vuitton almost five years ago," said Nicolas Ghesquire, artistic director of women's at Louis Vuitton. "Finding the perfect balance between an incredible heritage and a constant goal to innovate has always been a fundamental part of my work.

"This equilibrium is also a core part of the House's history and I am looking forward to continue developing the design themes that we have laid out over the past few years," he said. "I am deeply indebted to Bernard Arnault for the trust he has placed in me, as well as to Michael Burke and Delphine Arnault for their unrelenting support all throughout this journey."

Continued contemporary creativity

On May 23, LVMH CEO Bernard Arnault announced Mr. Ghesquire would be staying on with the label, stating he is happy to see the director's continued contemporary creativity in women's designs.

"His vision and talent place him among the greatest designers of our time," he said.



Instagram image from Louis Vuitton's Nicolas Ghesquire in Rio; Image credit: Louis Vuitton.

Mr. Ghesquire most current project will be working on the 2019 Cruise show in Saint Paul de Vence, France for Louis Vuitton.

LVMH has not yet released the details of his renewal.

"I am excited to continue to work with Nicolas and the energy he brings to Louis Vuitton," said Michael Burke, CEO of Louis Vuitton. "He established a strong, audacious vocabulary at Louis Vuitton, which combined our House's spirit with his own sensibility.

"I am particularly proud of our realizations and look forward to what the next few years will bring," he said.

Louis Vuitton's announcement comes after the brand garnered \$2 million in earned media value over five days after naming Virgil Abloh the new head of its menswear collections.

According to data from Tribe Dynamics that looked at the top 10 luxury labels in earned media value this March, Louis Vuitton's appointment boosted the brand's ranking by one spot as the announcement spurred content creation. In total, Louis Vuitton saw \$29 million in EMV throughout March, coming in fifth in the report ([see more](#)).