

APPAREL AND ACCESSORIES

Louis Vuitton looks to celebrities for pre-fall

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Chinese actress Zhong Chuxi is one of many celebrities to star in Louis Vuitton's look book. Image credit: Louis Vuitton

By STAFF REPORTS

French fashion label Louis Vuitton has released its pre-fall look book with a multitude of familiar faces, as fashion becomes more direct-to-consumer.

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In the past, look books and runway shows were reserved for professional buyers and fashion critics to survey a label's collections. But now fashion is much more consumer facing, as brands seek a closer connection with shoppers, and Louis Vuitton's pre-fall look book showcases this with a host of celebrities as its models.

Looking at celebs

Collier Schorr photographed the collection by Louis Vuitton's creative director Nicolas Ghesquire, which was styled by Marie-Amlie Sauv.

Previous Louis Vuitton celebrity ambassadors Jennifer Connelly, Michelle Williams, La Seydoux, Alicia Vikander, Ruth Negga, Laura Harrier, Riley Keough, Sophie Turner and Doona Bae make appearances in the look book. In addition, actresses Indya Moore and Chlo Grace Moretz act as models in the book.

Each actress' name appears below her photograph.

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Samara Weaving (@samweaving), Sophie Turner (@sophiet), and Indya Moore (@indyamoore) for #LVPrefall. @NicolasGhesquiere invited a cast of friends who reflect the eclecticism of the female identity to embody #LouisVuitton's new Women's Collection, available in stores in May.

A post shared by Louis Vuitton Official (@louisvuitton) on Jan 14, 2019 at 5:59am PST

Louis Vuitton Instagram

"These women embrace the various personalities that embody fashion at Louis Vuitton," said Nicolas Ghesquire, creative director of Louis Vuitton, in a statement. "Be they stars or new faces, all of them share the same willpower and confidence in their choices, and at the same time, reflect the eclecticism of the female identity."

Louis Vuitton was ranked as one of France's most valuable brands along with Chanel and Herms, leading Kantar Millward Brown's luxury-dominated BrandZ list of the top 50 labels in the nation.

Luxury brands are proving to be an integral part of French retail, representing 47 percent of the total value of BrandZ's latest France ranking. Total brand value in France rose 12 percent for the 2018 edition of the list, with Louis Vuitton in the lead ([see story](#)).

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