

APPAREL AND ACCESSORIES

Louis Vuitton visits Vietnam in Spirit of Travel effort

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Louis Vuitton's Spirit of Travel campaign. Image credit: Louis Vuitton

By STAFF REPORTS

French fashion house Louis Vuitton is taking consumers on a tour of Vietnam's sights in its latest Spirit of Travel campaign.

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The advertising effort shot by photographer Angelo Pennetta shows models Rianne Van Rompaey, Fei Fei Sun, and Kit Butler exploring the country with Louis Vuitton luggage in tow. The campaign is intended to evoke a sense of timelessness, as well as the "serenity" and "magic" of travel.

Vietnam journey

Set to "Ceremony" by New Order, the video opens as the trio walks through a train station. After passing by a pile of Louis Vuitton luggage, they board and are shown looking out the window at the Vietnamese landscape as they travel.

The travelers pass through the city Ninh Binh to see its temples. They stop to admire a lamp in a market or write a letter.

Outside of the city, the trio takes a lazy trip on a rowboat.

Louis Vuitton's film ends with the travelers onboard a sailboat as they coast along the water in Ha Long Bay.

Louis Vuitton's Spirit of Travel campaign

This campaign is the latest in a series of Spirit of Travel advertisements.

Last year, Louis Vuitton celebrated its pre-fall 2018 collection with a campaign set in the desert featuring actress Emma Stone.

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 marked her debut advertising effort for Louis Vuitton ([see story](#)).

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