

APPAREL AND ACCESSORIES

Nicolas Ghesquire imagines a "wearable library" with cast of actors for pre-fall 2020 collection

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In the faux LV Pre-Fall 2020 Book Club, Laura Harrier reads from Nicolas Ghesquire's "passion-soaked romance, 'Forbidden Games,' where desire has its own rules of play." Image credit: Louis Vuitton

By LUXURY DAILY NEWS SERVICE

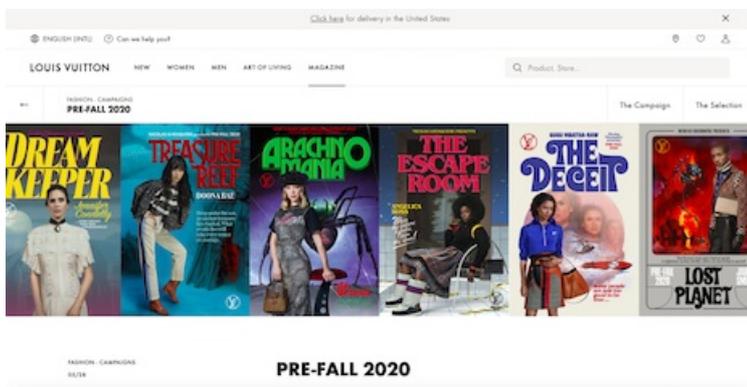
Louis Vuitton is running a social campaign to promote its pre-fall 2020 collection with a faux book club with racy titles and thrilling themes, fronted by popular models and actors in full play role.

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The LV Pre-fall 20 Book Club from Louis Vuitton women's collection artistic director Nicolas Ghesquire is a fantastical literary-themed event that has models enact scenes or read from the fictional works. The models are dressed in the prefall 2020 looks.

"Enter the spellbinding, genre-bending, edge-of-your-seat thrill ride of these future pulp classics as read by a cast of #LouisVuitton friends," Louis Vuitton said in a post.

Models and actors participating in the extravaganza include Sophie Turner, Laura Harrier, Samara Weaving, Billie Lourd, Angelica Ross, Zhong Chuxi, Chloe Grace Moretz, Alicia Vikander, Gugu Mbatha-Raw and Urassaya Sperbund.



Louis Vuitton's book club-themed campaign for the pre-fall 2020 collection. Image credit: Louis Vuitton

"Fashion is a novel, and on this a narrative journey the garments tell their own tales," Louis Vuitton said on the site.

"For his **latest collection**, Nicolas Ghesquire imagined a 'wearable library', a meeting of periods, stylistic movements and anachronistic combinations that bring to life a rich cast of costumes.

"Each outfit writes its own chapter, from romantic monologues to peculiar dialogues, combining bold styles and fine craftsmanship. To illustrate this collection, a cast of Louis Vuitton muses proudly takes to book covers or film posters as protagonists of imagined tales, each fully embracing the role of fearless adventurer."

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