

APPAREL AND ACCESSORIES

## Louis Vuitton says "Game On" with Nicolas Ghesquire's cruise 2021 collection in Instagram "runway"

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*Louis Vuitton's cruise 2021 collection is playful in its presentation on Instagram, which substituted for a live runway presentation as travel restrictions persist for fashion industry executives. Image courtesy of Louis Vuitton*

By LUXURY DAILY NEWS SERVICE

French fashion giant Louis Vuitton, hampered by the inability for many store buyers, media and influencers to travel, put a new spin on its 2021 cruise collection with a mix of photographs and videos standing in for an in-person fashion show.

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Called "Game On," the collection was presented by Louis Vuitton women's collections creative director Nicolas Ghesquire as an inner journey and a rediscovery of self, making this an exploration infused with freedom and games. The looks and videos appeared on Instagram.

"I looked somewhere that has been calling out to me for a long time, somewhere I hadn't taken the time to go back to," Mr. Ghesquire said in a statement. "To uncover one inspiration after another. This is an exploration of my creative identity."

**Louis Vuitton** is the flagship of French luxury conglomerate LVMH.

Cards on the table

With the "Game On" theme, Mr. Ghesquire is simply stating what fashion is to him: a game.

Hence the Louis Vuitton Monogram canvas plays with the suits in a deck of cards in the campaign effort. The Monogram flowers mingle with the four suits in a fantasy of hearts, spades, diamonds and clubs.

"The multiple symbolism of a deck of cards evokes both playfulness and illusion, creating a direct link with Louis Vuitton's heritage," Louis Vuitton said in a statement. "Cards are the traveler's loyal companion, entertainment that cultivates togetherness."

"All the maison's spheres of expertise play a role, from leather goods with a discreet heart-shaped bag to ready-to-wear, including card symbols as graphic motifs on dresses and Louis Vuitton flowers from top to bottom."

"The colorful explosion of shapes and motifs tease the trunkmaker's fundamentals to better reinvent them."

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