

APPAREL AND ACCESSORIES

Louis Vuitton taps royalty in charming Parisian campaign

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Princess Maria-Olympia running alongside the River Seine in new film campaign. Image credit: Louis Vuitton

By NORA HOWE

French fashion house Louis Vuitton is exploring Paris and its newest collection of Capucines bags in a lighthearted and energetic film campaign.

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To promote a selection of this season's bags, Louis Vuitton collaborated with Princess Maria-Olympia of Greece and Denmark to exemplify the bags' new styles. The epitome of French chic, the film and geometric architecture of the bags embody the brand's savoir-faire.

Capucines in Paris

Named after Louis Vuitton's first store which opened in 1854 on Rue Neuve-des-Capucines, the bag is one of the label's most iconic designs.

Each season, the maison reinvents the femininity and refinement that captures the essence of the Capucines and the brand.

The film, shot by Swedish photographer Mikael Jansson, follows the royal socialite through her day in the city of lights. She is seen reading *La Gazette* magazine, sifting through vinyl records and gallivanting along the River Seine.

HRH Princess Maria-Olympia of Greece and the Capucines

The princess, who goes by the name Olympia, models each of the six reimagined styles of the Capucines collection, which features new colors as well as the signature LV initials in mother of pearl and abalone.

Having attended her first couture show at the age of 11 and graduated from New York University with a degree in fashion business and marketing, Princess Olympia has a vested interest in the high fashion industry.

In 2016, Princess Olympia was featured in Michael Kors' New York street-style campaign "The Walk" when she was 20 years old. The campaign also included Solange Knowles, Soo Joo Park and Nina Agdal ([see story](#)).

Last year, French fashion label Dior created a video series titled "What's Ladylike?" which centered on what it means to be a contemporary woman through a collection of personal perspectives from international personalitiesone of

which was Princess Olympia. She shared the memory of her 21st birthday, which was a moment when she felt like a lady because of how she was dressed ([see story](#)).



Princess Maria-Olympia rides a bike through Paris. Image credit: Louis Vuitton

The film presents a romantic idea of life in Paris as it follows the young woman living life on her own terms, wearing beautifully chic clothing and accessories and seemingly enjoying every moment of it.

Tapping youth

The French label has recently been collaborating with young actors, influencers and organizations through short form film and capsule collections, connecting with younger, conscious consumer markets.

French actor Stacy Martin spent the day with master perfumer Jacques Cavallier Belletrud at Louis Vuitton's fragrance atelier, Les Fontaines Parfumes, in the south of France. After exploring the estate's gardens and learning new ways to apply perfume, the actress learned how to create her own custom composition using some of the best natural raw materials ([see story](#)).

Under the creative direction of Virgil Abloh, Louis Vuitton collaborated with the National Basketball Association for its spring/summer 2021 menswear capsule collection. The collection was inspired by the exchange between French craftsmanship and American sports and marks the maison's first and only partnership thus far with a North American sports league ([see story](#)).

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