

APPAREL AND ACCESSORIES

Louis Vuitton adds Naomi Osaka to ambassador lineup

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Tennis champion Naomi Osaka for Louis Vuitton. Image credit: Louis Vuitton

By LUXURY DAILY NEWS SERVICE

French fashion label Louis Vuitton has recruited tennis champion Naomi Osaka as its latest house ambassador in another youthful push.

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Ms. Osaka, a three-time Grand Slam champion, will make her debut for the label in the spring/summer 2021 campaign by Nicolas Ghesquiere, creative director for women's collections. The 23-year-old athlete, who is of Japanese-Haitian descent, is also finding her voice in activism and has publicly supported social causes including Black Lives Matter.

"Naomi is an exceptional woman who represents her generation and is also a role model for everyone," Mr. Ghesquiere said in a statement. "Her career and convictions are inspiring."

Winning team

Ms. Osaka first achieved tennis stardom when she defeated sports icon Serena Williams in the 2018 U.S. Open, a feat she followed up by winning her next Grand Slam tournament, the 2019 Australian Open.

She is the reigning U.S. Open champion, having won her second tournament title in September 2020. Ms. Osaka received widespread media attention after wearing masks with the names of victims of police violence during the event, in addition to participating in protests and writing in *Esquire* about her experiences with racism.

[View this post on Instagram](#)

A post shared by Louis Vuitton (@louisvuitton)

Instagram post announcing Naomi Osaka as the newest brand ambassador

Using her platform to support social justice makes Ms. Osaka an asset for Louis Vuitton, as the fashion label continues to court millennial and Gen Z consumers who look to support brands whose ideal match their own. She also has endorsement deals with sportswear brand Nike and Japanese beauty brand Shiseido.

For the January 2021 issue of *Vogue*, Ms. Osaka was photographed by Annie Lebovitz wearing a black-and-white graphic slip dress designed by Mr. Ghesquier. The tennis pro wears a colorful, mixed-media look in Louis Vuitton's social media posts announcing the upcoming campaign.

"Aside from tennis, my most treasured passion is fashion; and there is no brand more iconic than Louis Vuitton," Ms. Osaka said in a statement.

Ms. Osaka joins a roster of Louis Vuitton ambassadors that includes actors Emma Stone and Laura Harrier, YouTube personality Emma Chamberlain and disc jockey Peggy Gou, among several others.

Prior to signing Ms. Osaka as an ambassador, Louis Vuitton has recently been embracing its sporty side.

The label has collaborated with the National Basketball Association for its spring/summer 2021 menswear capsule collection.

Under the creative direction of Virgil Abloh, the collection was inspired by the exchange between French craftsmanship and American sports. The collaboration marks Louis Vuitton's first and only partnership thus far with a North American sports league ([see story](#)).

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