

APPAREL AND ACCESSORIES

Louis Vuitton features newest brand ambassador in introspective film

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Liu Yifei stars in Louis Vuitton Capucines spring 2021 campaign. Image credit: Louis Vuitton

By NORA HOWE

Louis Vuitton is conveying modernity and sophistication with Chinese-American actress and brand ambassador Liu Yifei in a contemplative film campaign featuring the Capucines handbags.

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Named after the brand's first store, which opened in 1854 on rue Neuve-des-Capucines, the bag is one of Louis Vuitton's staple products, and is reinvented each season. Starring in her first Louis Vuitton campaign since joining the brand as an ambassador in China last month, Ms. Liu embodies the Capucines in a new palette of vibrant colors for spring.

In the spotlight

Shot at a film studio set, the *Mulan* actress showcases the new seasonal styles of the brand's signature handbag. For this season, Louis Vuitton offers various sizes of the Capucines bag in Olympus blue, rainbow gradient and the "Since 1854" pattern.

The nearly minute-long film opens on the actress pulling a script out of her black Capucines bag and studying it. The camera then follows her as she explores the film set.

The Capucines campaign plays up Ms. Liu's movie star lifestyle

"Life isn't a rehearsal, but a rehearsal is my life" appears in closed captioning, nodding to the actress' lifestyle and career.

"Revel in your first read," the captions continue. "All the world is a stage."

With a subtle piano melody as the audio, the film exudes a more sincere tone than previous Capucines campaigns.

In November, the fashion house explored Paris in a lighthearted and boisterous film featuring Princess Maria-Olympia of Greece and Denmark. The epitome of French chic and energy, the film and geometric architecture of the bags embodied the brand's savoir-faire ([see story](#)).



Louis Vuitton Capucines Mini in blue olympus and white. Image credit: Louis Vuitton

Less than four weeks ago, Louis Vuitton announced on its Weibo account that Ms. Liu would join the ranks of Naomi Osaka ([see story](#)), Emma Stone and La Seydoux ([see story](#)) as a representative of the brand. The endorsement was praised by the actress' nearly 70 million Weibo fans who responded with order confirmations and receipts.

While her notoriety in North American has increased since the release of the live-action reboot of *Mulan* last year, Ms. Liu has been a widely popular actress in mainland China for nearly 20 years.

Power of celebrity

Louis Vuitton has rarely shied away from opportunities to collaborate with actors, models, and artists in the past. From inviting online influencers to Paris Fashion Week to designing haute couture gowns for A-list Hollywood actresses, Louis Vuitton frequently leans into its "friends of the brand" to maximize consumer engagement.

In 2019, the house invited model Karlie Kloss and YouTube influencer Emma Chamberlain to the Louis Vuitton runway show at Paris Fashion Week. In the hopes of catering to younger affluent consumers, the brand extended its relationship with these young women through a series of videos following the show, one of which includes Ms. Kloss and Ms. Chamberlain mimicking the catwalk in their hotel rooms in Louis Vuitton ensembles ([see story](#)).

Last month, the brand let its hair down in a free-spirited ad campaign for its Twist bags featuring American actress and civil rights activist Laura Harrier. The actress and activist exemplified the modern versatility and youthful energy of the bags and the brand ([see story](#)).

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