

APPAREL AND ACCESSORIES

## Stacy Martin interviews herself in new Louis Vuitton effort

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Audiences see several sides of Stacy Martin. Image credit: Louis Vuitton

By KATIE TAMOLA

Fashion house Louis Vuitton has viewers seeing double in a quirky new effort for its pre-fall 2021 collection.

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In a new vignette, creative director Nicolas Ghesquire introduces his new women's pre-fall 2021 collection, where actor and house ambassador Stacy Martin interviews herself. French Stacy Martin interviews English Stacy Martin, sharing facts about each other, drink tea and even play a round of rock, paper, scissors in a comical showcase of the new line.

"You don't sell to the affluent, rather, you fascinate them," said Chris Ramey, CEO of [Affluent Insights](#), Palm Beach, Florida. "Conversations with celebrities engage consumers even when they're staged.

"The oddity of conversing with oneself drives a response," he said.

### Familiar face

The vignette opens with the English Ms. Martin on the phone in her room, wearing a long-sleeved dress with horizontal lines in black, pink, purple and white, explaining to someone on the phone that she is about to interview a French star for Louis Vuitton.

The shot then cuts to the French Ms. Martin on the phone, standing in a living room with a floral loveseat and curtains, wearing a short-sleeved black coat with black capri pants and taupe-colored boots. She informs the person on the phone that she is going to interview an English actor named Stacy Martin.

### *Stacy Martin interviews special guest Stacy Martin in new effort for Louis Vuitton*

French Ms. Martin calls for English Ms. Martin from the living room, hangs her black handbag on the couch, and English Ms. Martin enters with a pink crossbody handbag. The two greet each other.

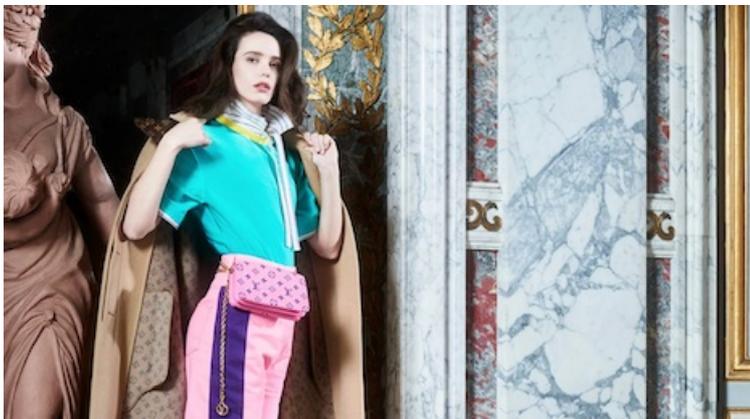
As the different Stacy Martins introduce themselves, the shots cut to various pieces from the pre-fall 2021 collection.

English Ms. Martin asks French Ms. Martin to show her that she is French without saying she is French a callback to a popular social media trend to which French Ms. Martin audibly sighs, looks down and then looks directly back at

English Ms. Martin. This makes English Ms. Martin giggle, and then they discuss dessert.

French Ms. Martin exclusively asks questions in French, and English Ms. Martin responds exclusively in English. The comical spirit of the short is palpable. An occasional soft trumpet sounds at random times, usually after one of the women answers a question.

The two continue to ask each other entertaining questions like what English Ms. Martin's dog would say if he could speak and what French Ms. Martin's her most memorable movie quote. After French Ms. Martin asks about crushes, English Ms. Martin suggests a round of rock, paper, scissors



*Stacy Martin also appeared in an editorial for the label. Image credit: Louis Vuitton*

For the first two rounds, the actors select the same move.

"It's like we're twins," English Ms. Martin says.

In a unique and comical approach to showcasing a new line, viewers might be inclined to think the two are almost twins, indeed.

Representing Louis Vuitton

Usually, there is only one Stacy Martin who stars in Louis Vuitton campaigns.

Last November, Ms. Martin spent the day with master perfumer Jacques Cavallier Belletrud at the maison'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](#)).

Louis Vuitton is one for fun and enticing campaigns, especially those that feature some of Hollywood's most beloved actors.

Last June, Louis Vuitton ran 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. Models and actors participating in the extravaganza include Sophie Turner, Laura Harrier, Samara Weaving, Billie Lourd, Angelica Ross, Zhong Chuxi, Chlo Grace Moretz, Alicia Vikander, Gugu Mbatha-Raw, Urassaya Sperbund, La Seydoux, Cody Fern, Robyn, Nomie Merlant, Deepika Padukone, Doona Bae, Emma Roberts, Rinko Kikuchi, Kelsey Asbille, Woodkid and Stacy Martin ([see story](#)).

"Casting Stacy Martin is consistent with Vuitton's often edgy ethos," Mr. Ramey said. "Principles of luxury marketing dictate a collection is elevated by its association with Louis Vuitton, the collection itself is secondary."