

APPAREL AND ACCESSORIES

## Louis Vuitton walks on the wild side for fall capsule

June 30, 2021



*The Wild at Heart capsule revisits a classic house motif. Image credit: Louis Vuitton*

By SARAH RAMIREZ

French fashion and leather goods house Louis Vuitton is taking inspiration from its archives for its new fall capsule collection.

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The "Wild at Heart" collection features a new interpretation of one of the maison's patterns from a 1924 catalogue cover. Many pieces also subtly include leopard prints, a playful detail that is also evoked in the campaign film.

"In most campaigns, the product line is typically the supporting character, where in this specific campaign, this collection is truly the star," said Dalia Strum, founder of [Rethink Connect](#) and professor at [The Fashion Institute of Technology](#), New York. "The Wild at Heart Collection has a strong, striking appeal and the product placement truly helped potential consumers envision those products in their lifestyles."

### Wild at heart

The film is set in a sun-drenched Paris, with the warm light recalling leopard's natural habitats in the savanna. Two models stroll about the city, putting their Louis Vuitton wardrobes and handbags on full display.

Reflecting Louis Vuitton's spirit of the travel, the vignette is reminiscent of a nature film but rather than focusing on animals, it captures the women "in the wild" of Paris. The film features sweeping landscape shots across the French city, showing landmarks such as the Eiffel Tower from a distance or through tree branches, adding to the sense of adventure.

*The capsule collection plays with leopard print and other adventurous details*

In one scene, a model appears from behind a building column to pose for the camera with her Onthego MM tote, like an animal facing off against a predator. Another close-up shot shows the two women "on the prowl," strolling with their handbags in hand.

As the tempo of upbeat instrumental score speeds up, it is punctuated by a rattling sound that similar of a rattlesnake another allusion to untamed nature.

The vignette ends much like it begins, with the women using the Parisian gardens and buildings as their own personal runway.

The capsule collection offers ready-to-wear, accessories and footwear, including exclusive versions of signature handbags such as the Capucines and Twist in rich shades of black, cognac and cream for fall.



*The capsule collection balances feminine and military-inspired elements. Image credit: Louis Vuitton*

On the handbags and small leather goods, the leopard print contrasts against the supple leather embossed with the oversized LV monogram. Other carefree details include braided handles, luggage tags and embroidered textile straps.

Pieces such as sneakers, belts and silk scarves also incorporate the leopard print, while dresses, skirts and other pieces prominently feature the monogram. In another nod to exploration, some of the clothing includes chain details and nautical-motif buttons, while textiles like tweed and wool are primed for fall styles.

"The iconic blend with the pops of patterns and textures remind us that these are considered a neutral and essentially match most outfits," Ms. Strum said. "In order to gain visibility post pandemic, this was a strategic approach create something that no consumer could refuse and make it a 'must-have' staple for their closets.

"Staples also embraces the concept of sustainability, where consumers can justify this purchase and increase the longevity of this classic style," she said.

#### Making over the monogram

Louis Vuitton has been putting more creative twists on its classic monogram in recent capsule collections.

In January, the French fashion house teamed with renowned Swiss contemporary artist Urs Fischer to playfully reimagine the brand's iconic monogram for the first time in more than a century.

In an all-encompassing, collaborative collection highlighting the artist's playful creative vision, the new monogram is the key decorative motif, featured in every piece of the collection. The campaign for the collaboration features a series of whimsical, animated characters created by the artist ([see story](#)).

Meanwhile, Louis Vuitton's summer capsule featured the soft colors of sunrise and vibrant shades of sunset with a monogram gradient, evoking a summer day at the beach. In the campaign film, models are dressed in brightly colored Louis Vuitton monogrammed swimwear, denim shorts and leather belts, clutching the collection's gradient handbags ([see story](#)).