

APPAREL AND ACCESSORIES

Louis Vuitton, Lauren Santo Domingo bring summer bags to the Hamptons

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Lauren Santo Domingo stars in Louis Vuitton's newest Capucines campaign. Image credit: Louis Vuitton

By NORA HOWE

French fashion house Louis Vuitton has fully embraced the summer spirit with fashion entrepreneur Lauren Santo Domingo at her home in the affluent seaside town of Southampton.

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Showcasing the newest variations of the brand's iconic Capucines bag, the campaign takes a look inside the bright and glamorous lifestyle of the fashion editor and Moda Operandi cofounder. The summer Capucines collection offers three sizes, featuring new colors in collaboration with Italian design studio Fornasetti.

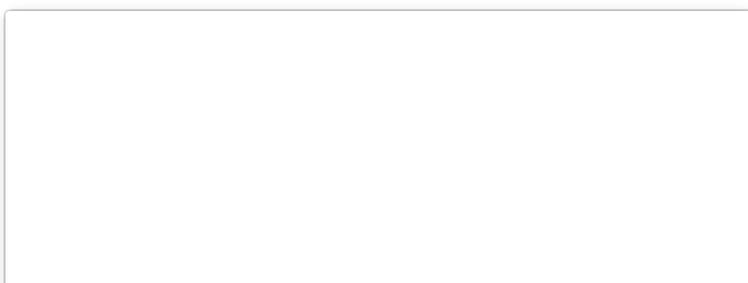
"Lauren Santo Domingo has a natural freshness to her person and is able to share this relaxed state showcased in the settings and the peacefulness of her movements," said Rebecca Miller, CEO/founder of **ARTful Communication**, New York. "The seesaw, the dogs, the pool, the flower arranging and even the handbag drawn through the field coupled with the soft lighting remind us of the joys of summer in a reflective and longing state.

"It does not shout buy me," she said. "It says, please join me, share in the fun."

Summer of Capucines

The minute-long film accompanying the Capucines campaign features Ms. Santo Domingo enjoying a summer day at her home in Southampton, New York.

Capucines bags have playfully replaced the position of another person, relaxing poolside on chaise lounges and sitting opposite Ms. Santo Domingo on a seesaw.



[View this post on Instagram](#)

A post shared by Lauren Santo Domingo (@thelsd)

Prancing through fields of daisies and jumping on a trampoline, Ms. Santo Domingo and her daughter enjoy the day.

David Mitcham's jazzy "Hand in Hand" plays throughout the film, energetically guiding bright shots of Ms. Santo Domingo and the new Capucines bags.

As a symbol of the brand's quest for creativity and craftsmanship, the Capucines bag has established itself as one of Louis Vuitton's most iconic models.

For the summer season, the Capucines bag comes in three sizes and aims to embrace various styles, conveying different attitudes and adapt to different moments of the day.

In addition to new colors, scrunchie-like leather handles, inlaid abalone shell detailing, this season debuts a collaboration with Fornasetti, bringing an architectural print by the Italian design atelier across the Capucines' leather surface.



The new Capucines is available in several colors and an architectural print. Image credit: Louis Vuitton

With the Louis Vuitton-Fornasetti partnership, Louis Vuitton creative director Nicolas Ghesquire intended to cross borders between experimentation and tradition. Using Fornasetti's original drawings, garments and accessories combine color and texture using traditional and innovative techniques.

This is not the first time Ms. Santo Domingo, who cofounded online luxury fashion retailer Moda Operandi in 2011 with Icelandic entrepreneur slaug Magnsdttir, has appeared in a Capucines campaign.

In 2019, she appeared in a short highlighting her entrepreneurial workdays filled with meetings, decisions and events. From day to night, Ms. Santo Domingo is seen with her Capucines by her side ([see story](#)).

Calling all Capucines

Each season, Louis Vuitton reinvents the femininity and refinement that captures the essence of the Capucines and the brand, and produces campaigns to reflect that essence.

In December 2020, the maison explored Paris and its new collection of Capucines bags in a lighthearted and

energetic film campaign. To promote a selection of the 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.

Shot by Swedish photographer Mikael Jansson, the film 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 ([see story](#)).

Earlier this year, the brand conveyed modernity and sophistication with Chinese-American actress and brand ambassador Liu Yifei in a contemplative film campaign featuring the updated iteration of the bag.

Starring in her first Louis Vuitton campaign since joining the brand as an ambassador in China in January, Ms. Liu embodied the Capucines in a palette of vibrant colors for spring. Shot at a film studio set, the Mulan actress showcased the new seasonal styles of the brand's signature handbag.

For the spring season, Louis Vuitton offered various sizes of the Capucines bag in Olympus blue, rainbow gradient and the "Since 1854" pattern ([see story](#)).

"Louis Vuitton has captured the ease and relaxation of summer through its Capucines collection videos," Ms. Miller said. "The brand showcases the handbag in several settings allowing one to enjoy the moment or experience as if it was seen through the eyes of the handbag giving it a more human and participatory role.

"The simple pleasures are reflective of the clean design of the Capucines bags."

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