

APPAREL AND ACCESSORIES

Louis Vuitton illustrates ethos through scope of dreams

November 11, 2021



Photographer Viviane Sassen captures her subjects playing in stunning destinations. Image credit: Louis Vuitton

By KATIE TAMOLA

French fashion house Louis Vuitton is exploring dreamlike environments in its latest series with photographer Viviane Sassen.

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In the series' first two films, Ms. Sassen discusses how her values of cherishing the past while working towards the future reflect the values of the maison. The "Towards a Dream" series is symbolic of the Louis Vuitton ethos of taking chances and chasing excellence, within the fashion world and beyond.

"The campaign focuses on the main conceptual pillar of the Louis Vuitton brand, travel," said Thoma Serdari, director of fashion and luxury MBA at [NYU Stern](#) and author of *Rethinking Luxury Fashion*, New York.

"Travel is not explored as a commodity that can be purchased by the masses, but as a creative outlet for the sensitive souls who help us better understand the world, through their creative production."

Chasing a dream

The avant-garde fashion photographer returns to Louis Vuitton for the Towards a Dream series after indulging in wanderlust through an ethereal campaign she shot with the house last year.

Dramatic photographs capture children exploring and posing next to Louis Vuitton luggage in the otherworldly Icelandic countryside, creating a scene of curiosity and wonder. Glaciers and waterscape add a surrealist edge to the images, sparking appreciation for travel, discovery and possibility ([see story](#)).

The first installment of the new series tracks Ms. Sassen as she visits the Greek island of Milos.

Immediately, everything about the vignette establishes a cinematic and tranquil feel, from the piano-based soundtrack to the stunningly clear blue and white sky.

The photographer's first stop is in Greece

"As a kid, I used to already be a dreamer," she says.

Through her voiceover, Ms. Sassen explains that she is still a dreamer, and that her dreams have always served as great inspiration. Stunning shots of the island cut to a set of wooden structures that child models are climbing.

Ms. Sassen directs the children, with one holding a very large red paper airplane. The group then begins mimicking an airplane using their spread-out arms, running through the structures jubilantly.

As the photoshoot continues, Ms. Sassen elaborates on the role dreams play in Louis Vuitton's fashion and beauty creations.

"It's a way to travel in the mind, in the soul," she says.

In the second short film, the photographer travels to Petra and Wadi Rum, Jordan. The vignette maintains the same cinematic feel and dreamy piano soundtrack from the first.

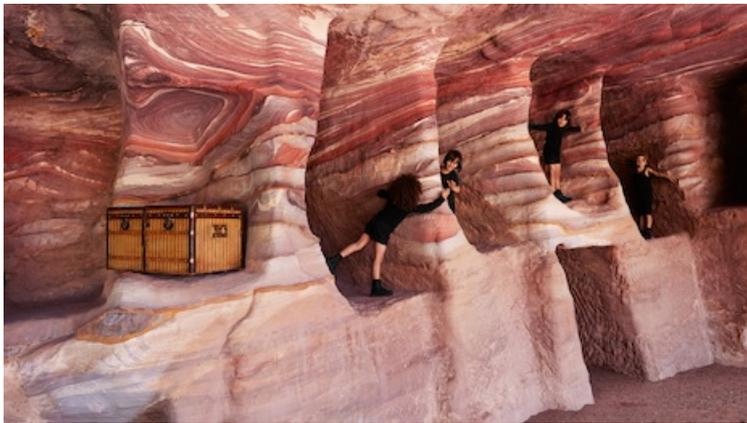
Ms. Sassen photographs children posing with Louis Vuitton trunks in Jordan desert

In this spot, Ms. Sassen is in the desert, photographing her subjects, a group of children joyfully playing.

The photographer captures the models as they slide down sand dunes, carrying Louis Vuitton bags. The film shot cuts to her then sitting atop the sand, photographing the subjects from different angles, also laughing and smiling.

She discusses how travel can be intimidating.

"Travel can be stressful as well, it's the fear of the unknown," she says. "But curiosity has always been greater than my fears."



Adventures in the desert. Image credit: Louis Vuitton

Ms. Sassen proceeds in photographing the children, who are now posing with stacks of Louis Vuitton trunks, with one child even doing a handstand.

The series, directed by Neels Castillon, epitomizes the label's willingness to take chances, strive for more and follow the unknown into an exciting future. The next campaign film will be set in France.

"These campaigns, especially when so well done in terms of the craft of photography, props and site location, perpetuate the dream and make everyone's desire to participate in the brand even greater," Ms. Serdari said. "They do so by providing an individual perspective of someone who is reflective and talented, someone who seems down to earth and hard working as any of us."

Celebration of creativity

At the heart of the Louis Vuitton brand is a celebration of excellence, and a melding of tradition and creativity. Throughout the year, the house has released campaigns that reflect this ethos.

In September, Louis Vuitton showed how its classic handbags can serve as artistic inspiration with its latest Artycapucines campaign.

This was the third time the label has asked artists to use the classic Louis Vuitton Capucines as a blank canvas. These collaborations serve to highlight the symbiotic relationship between art and luxury ([see story](#)).

In honor of its founder's 200th birthday, Louis Vuitton invited fans to explore a digital world, leveraging enticing storytelling and graphics to share its brand history.

The unparalleled approach from Louis Vuitton combines the exciting, eye-catching features of video games with

immersive pieces of brand history. After an introduction at the "Louis 200" landing page, users navigate interactive boxes that illustrate a different aspect of brand history, including "Louis: The Game," a joyful opportunity to participate in a fantasy world while learning about the heart of the brand ([see story](#)).

With its most recent dreamy series, Louis Vuitton continues to go beyond a simple showcase of its products, vying into human nature, utilizing an emotional appeal.

"The emphasis here that is so well aligned with the brand's ethos is centered on the humanistic values that travels bestow onto the traveler," Ms. Serdari said. "Louis Vuitton wants to primarily address our humanity and allows us to discover their products in the process."

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