

APPAREL AND ACCESSORIES

Louis Vuitton welcomes TV star Millie Bobby Brown as house ambassador

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Millie Bobby Brown for Louis Vuitton. Image courtesy of Louis Vuitton

By LUXURY DAILY NEWS SERVICE

French fashion label Louis Vuitton has revealed its spring/summer 2022 eyewear campaign featuring new house ambassador, British actress Millie Bobby Brown, in her first luxury campaign.

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The vibrant effort was shot by American fashion photographer Steven Meisel. Ms. Brown appears alongside model and entrepreneur Karlie Kloss and the Conglonese-Belgian singer and model known as Lous and the Yakuza.

"I met Nicolas Ghesquire 6 years ago and have been a fan of his work with Louis Vuitton ever since," Ms. Brown said in a statement. "Today, I am proud and honored to be joining the Louis Vuitton family."

Streaming stars

The new campaign, which spans a short film and photographs, will run online and in print through August. The cast poses against bright backgrounds of blue, rose and orange recalling the changing shades of the sky from dawn to dusk.

Louis Vuitton tapped Joe McKenna for the campaign styling, while Pat McGrath did makeup and Jimmy Paul did hair.

Millie Bobby Brown is now part of the Louis Vuitton family

Although Ms. Brown has worked with brands including jeweler Pandora and U.S. fashion label Calvin Klein, this is her first campaign with a heritage luxury house. The actress is also a UNICEF ambassador and SAG Award winner as part of the ensemble for Netflix's "Stranger Things."

Ms. Brown is not the first Netflix star to work with Louis Vuitton.

In October 2021, Louis Vuitton signed Korean model and actor Hoyeon as a global ambassador. Hoyeon's breakout role in Netflix's K-drama "Squid Game" came in fall 2021, and the series quickly became a global hit for the streaming platform ([see story](#)).

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