

APPAREL AND ACCESSORIES

## Louis Vuitton announces new ambassador with Dauphine campaign

May 10, 2022



Deepika Padukone is Louis Vuitton's first Indian ambassador. Image courtesy of Louis Vuitton.

By LUXURY DAILY NEWS SERVICE

French fashion label Louis Vuitton has delivered a star-studded campaign for its Dauphine bag, complete with a new ambassador.

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The latest leather goods campaign stars Louis Vuitton's newest ambassador, Indian actress Deepika Padukone. Ms. Padukone stars alongside fellow house ambassadors fashioning the bag, American actress Emma Stone and Chinese actress Zhou Dongyu.

The femme Dauphine

The latest campaign is shot by American photographer, Ethan James Green. The three actresses each embody disparate characteristics of the femme Dauphine.

The spotlight falls first on the label's latest ambassador, Ms. Padukone, who is not only an acclaimed actress with more than 30 films to her credit, but is also a producer, philanthropist and entrepreneur. She has also been named a member of the jury for this year's 75th Cannes Film Festival.



The three actresses each embody disparate characteristics of the femme Dauphine. Image courtesy of Louis Vuitton

Ms. Padukone, the first Indian to be signed as house ambassador by Louis Vuitton, delicately poses with the Dauphine bag against a gradient blue background, symbolizing the free-spirited nature of the femme Dauphine.

Next is Ms. Stone who reclines with the handbag, a nod to the timeless elegance inherent in the Dauphine concept.

To complete the campaign is Ms. Zhou who is looked upon as a pillar of contemporary Chinese cinema. She poses confidently, fashioning the bag, standing proud with her hands in her pockets, embodying Louis Vuitton's codes of sophistication and strength.

Last week, Louis Vuitton announced yet another new ambassador.

Louis Vuitton revealed its spring/summer 2022 eyewear campaign featuring newly announced house ambassador, British actress Millie Bobby Brown, in her first luxury campaign ([see story](#)).

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