

JEWELRY

## Cate Blanchett channels Hollywood elegance as newest Louis Vuitton ambassador

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*Cate Blanchett stars in her first campaign for the house, serving as the face of the Spirit high jewelry collection. Image credit: Louis Vuitton*

By LUXURY DAILY NEWS SERVICE

French fashion house **Louis Vuitton** has appointed a shining star as its newest ambassador.

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Australian actress Cate Blanchett stars in her first campaign for the house, serving as the face of the Spirit high jewelry collection. For the campaign, Ms. Blanchett channels her own elegance to represent that of the collection's in a campaign shot by Norwegian photographer Solve Sundsbo.

"I am extremely excited to have this opportunity to collaborate with Louis Vuitton a truly iconic house with an enormous cultural reach," Ms. Blanchett said in a statement. "To wear the magnificent pieces created by Francesca Amfitheatrof is a bedazzling pleasure, and Nicolas Ghesquiere, as ever, amazes and inspires me."

A timeless spirit

Ms. Blanchett is one of the most popular contemporary actresses today and is a two-time Academy Award and three-time SAG Award winner.

Five shots of the acclaimed actress appear in the campaign, illustrating the five themes of the collection liberty, fantasy, grace, radiance and destiny identified by Louis Vuitton's artistic director of watches and jewelry, Francesca Amfitheatrof.



*Cate Blanchett also acts as a Giorgio Armani ambassador. Image credit: Armani.*

The campaign is set to go live in print on July 2, with Ms. Blanchett conveying the overall ethos of the collection the timeless glamour and strength of women who fashion Louis Vuitton.

Ms. Blanchett is no stranger to the world of luxury ambassadorship.

The actress has served as spokesperson for Giorgio Armani Beauty's S fragrances since 2013. In 2018, the brand's eponymous designer extended her role to all of its makeup and skincare, as he believes she embodies the true Giorgio Armani woman ([see story](#)).

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