

APPAREL AND ACCESSORIES

Louis Vuitton ventures to London celebrating fresh Capucines

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Princess Maria-Olympia of Greece and Denmark returns to fashion new Capucines handbags. Image credit: Louis Vuitton

By KATIE TAMOLA

French fashion house Louis Vuitton is embarking on more chic adventures with Greek royalty in a new campaign spotlighting its newest assortment of Capucines bags.

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Louis Vuitton once again collaborated with Princess Maria-Olympia of Greece and Denmark, as the model struts throughout London spotlighting myriad new Capucines. Highlighting the versatility of the disparate colorways, the socialite helps illustrate the confidence and style the handbag help bestow.

"I like when campaigns show handbags being carried, held whether up close or a wider shot so that a person can envision the size and ease of use," said Kimmie Smith, cofounder and creative director of Athleisure Mag, New York.

"They shared an array of colors from those that pop to neutrals," she said. "This spot allows many of those initial questions to be answered in under a minute due to how Olympia of Greece interacts with the handbag."

Capucines for all

This is not Princess Maria-Olympia of Greece and Denmark's first adventure with Louis Vuitton, as the pair collaborated in 2020 to celebrate the then-latest collection of Capucines in Paris.

Named after Louis Vuitton's first store which opened in 1854 on Rue Neuve-des-Capucines, the bag is one of the label's most iconic designs ([see story](#)).

Olympia and several Capucines bags take on London

This time, the princess, who goes by the name Olympia, and Louis Vuitton have taken on London.

Opening with a pop-rock instrumental soundtrack, the socialite struts down the block in an all-pink ensemble, holding an ivory Capucines handbag. An envious cat watches on from its window.

Next, she is leaning against a wall in a black dress with gold studs and a black Capucines bag, with white accents, completing her chic outfit.

The next shot shows the model walking through the neighborhood, taking in the ivy-covered outsides of homes, as she experiences London in a Louis Vuitton jumpsuit and fuchsia Capucines bag.



The Capucines accompany Olympia through everything, including walks with her four-legged best friend. Image credit: Louis Vuitton

No errand is complete without the assistance of the Capucines, as the princess walks her dachshund through London streets with a black and taupe trimmed Capucine in one hand and a Louis Vuitton dog holder in another.

Other colorways spotlighted include beige, a soft mint and more.

From swaggering down the streets to getting sporty in a tennis skirt and walking her dog, Olympia proves that Capucines serve as a pillar of versatile elegance and confidence for all wearers.

Celebrating life with Capucines

When it comes to marketing the Capucine handbag, Louis Vuitton reminds consumers that any time is always the right time to celebrate life.

Last July, Louis Vuitton fully embraced the summer spirit with fashion entrepreneur Lauren Santo Domingo at her home in the affluent seaside town of Southampton.

Showcasing the newest variations of the brand's iconic Capucines bag, the campaign took a look inside the bright and glamorous lifestyle of the fashion editor and Moda Operandi cofounder. The summer Capucines collection offered three sizes, featuring new colors in collaboration with Italian design studio Fornasetti ([see story](#)).

Early last year, Louis Vuitton conveyed modernity and sophistication with Chinese-American actress and brand ambassador Liu Yifei in a contemplative film campaign featuring the Capucines handbags.

In her first Louis Vuitton campaign, Ms. Liu embodied the classic Capucines handbag in a new palette of vibrant colors for spring 2021 ([see story](#)).

With disparate campaigns surrounding its iconic Capucines bag, Louis Vuitton continues to remind all that it gets consumers where they need to be, while always arriving in style.

"Louis Vuitton is always about how we travel whether it's a long trip or merely navigating your community and how you can bring luxury into your every day wherever that takes you," said Ms. Smith.

"As someone who jet sets, you can see how this bag can be used on a number of occasions and Olympia adds a bit of fun and whimsy to this spot."