

APPAREL AND ACCESSORIES

Louis Vuitton promotes spirit of Virgil Abloh in new collection

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The menswear fall-winter 2022 collection emanates the impact of late artistic director Virgil Abloh. Image credit: Louis Vuitton

By KATIE TAMOLA

French fashion house Louis Vuitton is honoring a titan who helped shape its legacy while encouraging the next generation of style in a new spot.

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"Generation V" joyfully celebrates the past while excitedly anticipating the future, honoring the late Virgil Abloh, former men's artistic director at Louis Vuitton. The spot channels Mr. Abloh's legacy into its presentation of the men's fall-winter 2022 collection, illustrating how both entities encourage self-expression and individuality.

Generation V

The contributions of Mr. Abloh are immeasurable. For the menswear fall-winter 2022 campaign, Louis Vuitton channeled Mr. Abloh's spirit of creativity and inclusivity in illustrating its offerings.

As several important messages were woven throughout Mr. Abloh's work, one often came back to manifesting joy how Louis Vuitton's latest campaign begins, with the unbridled joy of children.

Generation V is rooted in creativity and freedom in self-expression

Young men, adorned in Louis Vuitton shirts in vibrant colorways like salmon and purple, play hopscotch. "Generation V" is then spelled out in text overlay and a play on the playground's shadows.

The shot then cuts to young people dressed in the collection, dancing, doing handstands and spray painting the first name of the iconic artistic director.

Shots of smiles and peace signs from a group of talents and friends of the artistic director then permeate the film. One famous face includes Grammy Award-winning singer Solange Knowles, fashioning the multi-patched mixed leather varsity blouson from the collection.

Together, they pose in front of a large, illuminated V.

Other looks displayed by the chic cast include the tapestry reversible bucket hat; destroyed workwear denim jacket; classic shirt; printed shirt and tie; baggy denim pants and more.

Staying true to Mr. Abloh's styles, the entire campaign promotes creativity, transforming conventional archetypes into one's personal style all with a surrealist, artistic touch.

"Life is so short that you can't waste even a day subscribing to what someone thinks you can do," one model says.

Footage of Mr. Abloh then flashes across the screen.

"The young generation realizes that you are what you make yourself to be."

Celebrating icons

Although Mr. Abloh passed away in January, Louis Vuitton and the fashion world at large recognize that his impact and legacy will live on always.



Virgil Abloh was men's artistic director at Louis Vuitton from March 2018 until his death in November 2021. Image credit: Off-White

Mr. Abloh passed away on Nov. 28, 2021 at the age of 41 years old after privately fighting an aggressive form of cancer, cardiac angiosarcoma ([see story](#)). The loss came as a shock to many in the fashion, music and luxury communities, followed by an outpouring of support.

LVMH and Mr. Abloh had also planned to launch new brands and partner with existing labels outside of the fashion sector ([see story](#)).

While this potential will go unfulfilled, the designer's influence at LVMH was becoming apparent beyond Louis Vuitton.

Mr. Abloh had joined the jury for the LVMH Young Fashion Designer Prize, years after he was named a finalist for the award for his streetwear brand, Off-White c/o Virgil Abloh.

Last summer, he also supported the launch of UNICEF's Generation Unlimited (GenU), a program focused on youth and entrepreneurship in Ghana. As part of the initiative, Mr. Abloh designed Silver Lockit bracelets, with sales benefitting UNICEF's effort ([see story](#)).

The artistic director believed in always fostering and believing in the next generation of talent, something Louis Vuitton's latest campaign truly drives home.

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