

APPAREL AND ACCESSORIES

Louis Vuitton heads into nature for fall/winter 2022

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The luxury house delivers a vision of amalgamative transcendence with its latest campaign. Image Credit: Louis Vuitton

By AMIRAH KEATON

French fashion house Louis Vuitton is introducing two new handbags, atop the rollout of an updated monogram motif, both showcased in its new fall/winter campaign.

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These novel additions are at the center of stunning visuals akin to the elaborate oil paintings that fill first-time fashion venue and the brand's show setting of choice, the Muse d'Orsay. Captured against a backdrop full of foliage, assets seamlessly infuse the fall/winter 2022 collection's ethos of freedom of movement and ease.

"I would like people to sense that it's a collection without constraint, that's focused on freedom of movement, ease and total comfort even though it involves very meticulous work in terms of materials," said Nicholas Ghesquire, creative director at Louis Vuitton, in a statement.

"The marketing and the collection are targeted towards consumers for whom the idea of discovery, self-creation, self-expression and using fashion to do so, resonates," said Marie Driscoll, Managing Director of Luxury & Fashion at [Coresight Research](#), New York.

"In addition to the juxtaposition of multiple designs, patterns and shapes that the collection offers, the videos are immersive and somewhat trippy giving off a sense that gamers would be comfortable stepping into the venue."

Ms. Driscoll is not affiliated with Louis Vuitton, but agreed to comment as an industry expert.

Reclaiming fantasy

Louis Vuitton delivers a vision of amalgamative transcendence with its latest luxury offering, sharing selections that are distinctive enough to be worn solo yet designed with the youthful tendency to mix and match in mind.

A campaign video and imagery explore the unrestricted essence of adolescence. United across brand platforms under the moniker #LVFW22, the forest-laden fantasy is shot by famed fashion photographer David Sims.

Louis Vuitton's Fall/winter 2022 campaign film.

Leading with a film set in the forest, videography bounces across the screen with a mirage-like fluidity. In its first

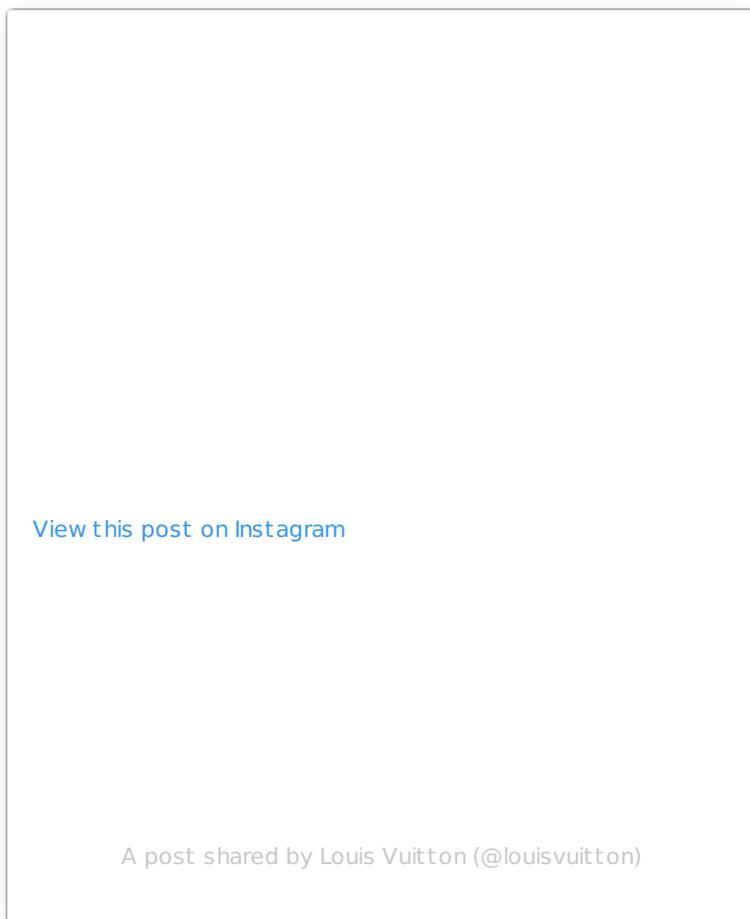
frame, models move in slow motion and in tandem, donning drapery, oversized autumn attire, while in another, they eye the camera from above amid a series of quick close-ups.

The film's final scene shows one model fleeing by foot with her half-moon Loop baguette, a newly-introduced style inspired by the brand's archived Croissant bag, in tow. The handbag appears in the brand's classic monogram-coated canvas and is also available in a new, all-over floral monogrammed pattern.

In the French-Belgian designer's imaginative universe, palettes are anything but muted kaleidoscopic prints reign supreme and playful collection silhouettes comprised of materials like tulle and chiffon encourage self-expression.

"This campaign's video creates an alternative reality without gravity, it is more of a gestalt immersive experience than a linear storyline," Ms. Driscoll said. "It echoes [luxury buyers'] aspirations to self-express while providing a fashionable language, a template."

Meanwhile, still imagery featured across the brand's site and socials rival its in-motion counterpart in its ability to embody campaign sentiment.



The brand's new Petite Malle V handbag, displayed in static imagery, simultaneously plays with volume while nodding to the house's trunkmaking roots.

Front and center in a video posted to Louis Vuitton's Instagram feed is the collection's notable 90s reference. Applied and embroidered photographs from the start of Sims' career are encased in florals and adorn select pieces, in a style reminiscent of concert t-shirts or posters on a teenage wall and making for a uniquely meta moment.

"The campaign showcases product without being the focal point, and yet, the eye searches for the bag, where is the Speedy, the Neverfull? It's a treasure hunt," she said.

A look back

Though the collection sits decisively within the womenswear category, the brand's latest campaign includes both men and women, bringing a unisex approach to ready-to-wear branding.

Louis Vuitton has regularly embraced the culture of latter generations on the menswear side, especially under the guidance of the late creative titan Virgil Abloh, to whom the luxury house paid homage with a spot joyfully honoring the former men's artistic director dubbed "Generation V" ([see story](#)).

For the brand's first standalone menswear retail store on Rodeo Drive in Beverly Hills, the LVMH frontrunner opted

for a mid-July opening. The storefront exclusively offers items from the brand's menswear collections, including leather goods, accessories, shoes, ready-to-wear, watches and fragrances ([see story](#)).

"We are back to maximalism with LV's latest campaign," Ms. Driscoll said. "This is exactly what today's youth, the next generation of luxury buyers want."

"It echoes their aspirations to self-express while providing a fashionable language, a template."

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