

JEWELRY

## Louis Vuitton selects Bradley Cooper for inaugural ambassador campaign debut

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*Imagery featuring Mr. Cooper accompanies the campaign video, directed by Oscar-winning filmmaker Damien Chazelle. Image courtesy of Louis Vuitton*

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By AMIRAH KEATON

French fashion house Louis Vuitton is celebrating the 20th anniversary of the Tambour watch with a new campaign from Hollywood's finest.

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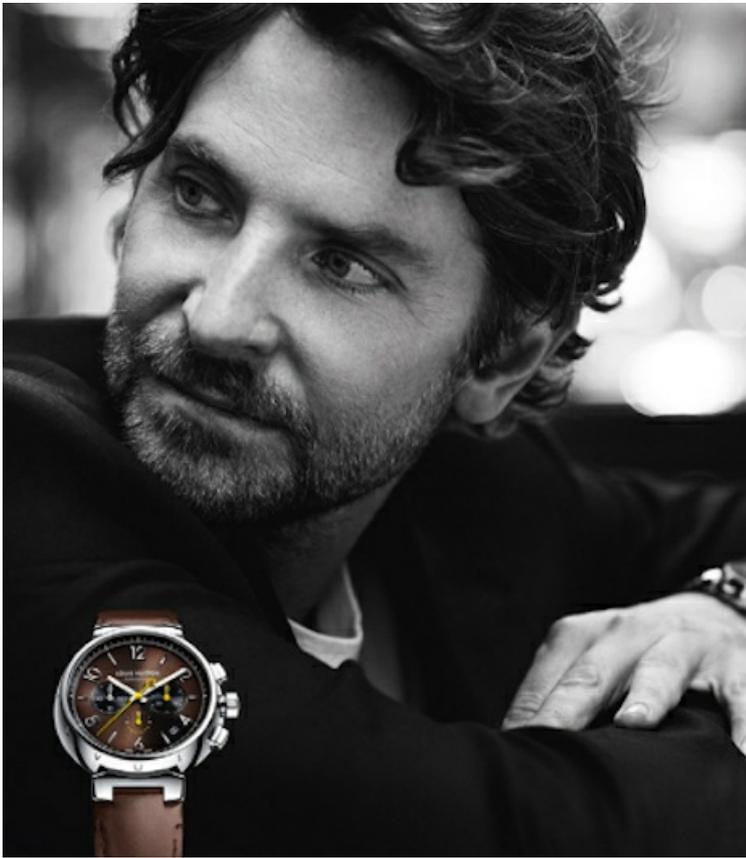
The luxury house is welcoming actor Bradley Cooper to the Louis Vuitton family as its latest brand ambassador. In celebration of its 20th anniversary, the talent dons a collector's edition of the brand's Tambour Twenty wristwatch, one of only 200, in his debut campaign with the maison.

### Tambour Twenty

For Louis Vuitton's latest milestone, the acclaimed actor stars in a compelling campaign video directed by Oscar-winning filmmaker Damien Chazelle.

The Louis Vuitton Tambour's introduction is rooted in the world's watch-making capital in 2002, the time tracker was originally introduced within the region. Its distinctive lines and innovative round casing sculpted from a single piece of metal shape grew to resonate with consumers over time.

Now, the brand's coveted accessory is back, this time with new builds to old savoir-faire and on display upon Mr. Cooper's wrist in a new campaign video.



*Mr. Cooper is Louis Vuitton's newest ambassador. Image credit: Louis Vuitton*

Set against New York city streets, identifiable by a brief display of the iconic Chrysler Building's shadow, man versus boy leads visuals that feature the actor and a younger co-star. Mr. Cooper begins the :60-second spot by marching down the street and glancing down at his Tambour Twenty, designed to reprise its derivative version's iconic codes.

The latest version of the Tambour Twenty honors its predecessor in design and comes with a brown sunray dial, yellow chronograph hands, and brand name engravement on its flared 41.5mm case. The wristwatch also features LV277 high-frequency automatic chronograph movement, a 22-carat oscillating weight, a specially engraved case back that specifies the line's limited editions and a custom-made trunk in Monogram canvas.

Arialcity shots juxtapose calm forest camera pans, as a younger counterpart to Mr. Cooper mimics the star's motions in another scene. As the older actor's watch ticks, the day passes by as not a moment is wasted on either of the subjects' ends.

The video ends with simple white text, prompting users to "Journey Beyond Time", evoking a sense of youthful optimism while traversing worlds, similar to the transitive ability of full-fledged fantasy, as opposed to a dream deferred.

Louis Vuitton will go live with the Tambour Twenty campaign on its socials and site on Sept. 8, followed by print insertions which will roll out on Sept. 14.

Imagery featuring Mr. Cooper accompanies the campaign video. By way of appointment, the actor joins an elite brand ambassador roster, inclusive of talents like tennis champion Naomi Osaka ([see story](#)) and Korean model and "Squid Game" actress HoYeon Jung ([see story](#)).