

APPAREL AND ACCESSORIES

Louis Vuitton remixes monogram motif for fall menswear capsule

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Louis Vuitton is pushing disco top-of-mind with a boundary-breaking fall menswear capsule. Image credit: Louis Vuitton

By AMIRAH KEATON

French fashion house **Louis Vuitton** is particularly musically inclined as of late.

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Inspired by the party scene of New York City's 1970s era, the luxury magnate is pushing disco top-of-mind in current times, with a boundary-breaking fall menswear capsule. By way of a strikingly cool campaign video, Louis Vuitton is meeting its clients at the intersection of DJ'ing and design with sonically-influenced fall looks.

Monogrammed moments

Louis Vuitton's latest menswear collection covers ready-to-wear, shoes and accessories. Its corresponding spot features all categories but spotlights two fresh fabrications.

The house has notably applied new treatments "Taurillon" denim and "Monogram Record" canvas to its iconic silhouettes.

Together, the stylistic duo of innovative materializations and classic shapes illustrate the audiophilic tendencies of previous generations with ease, in a dynamic branded video.

Louis Vuitton's Fall 2022 menswear

In the clip's first frames, a male model sports the label's LV Glide Round specks and an optically allusive red and white striped tie, lending viewers a preview of reinterpretations to come.

The house's latest accessory holds out for a few. :05-seconds marks the spot of its canvas crossbody's first appearance, as a silver LV dog tag necklace dangles from its wearer's neck.

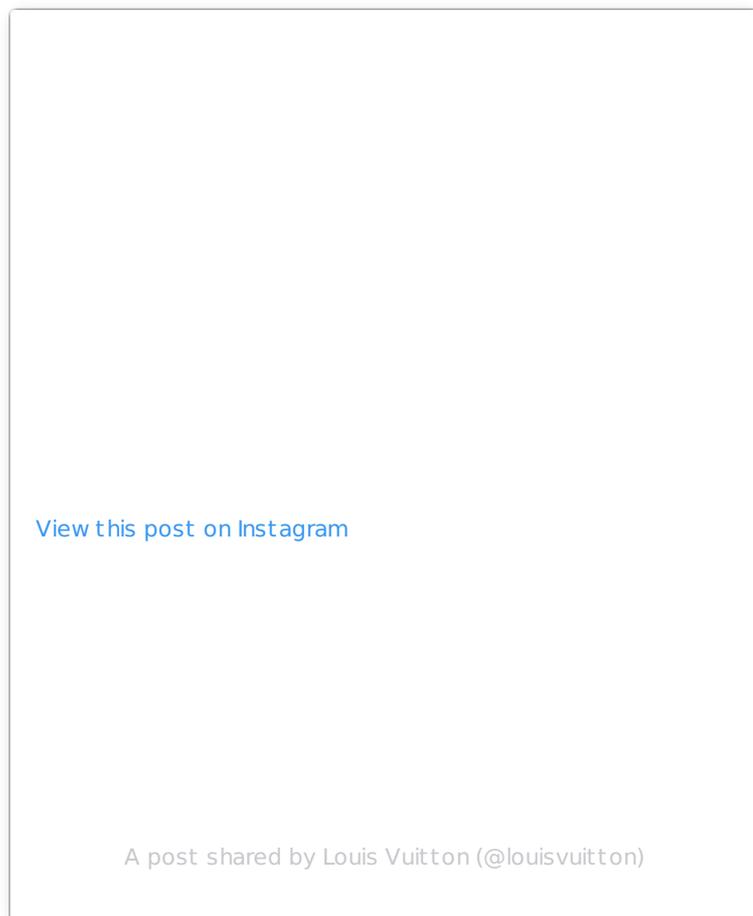
Against the backdrop of a groovy soundtrack, the sole protagonist is joined by his posse, each in his own disco-derived look.

The group saunters about town, muted and mischievous, cutting around corners and dashing down staircases as they play tourists to the city around them.

Close-up shots flash Louis Vuitton's contemporary offerings. An LV Ranger Derby shoe jumps by in slow motion. A duffel with Monogram Record canvas glides by.

The clip culminates as its characters dart in varying directions. Two models dart off to their respective locations, while another pair amicably embrace.

A separate set of assets have popped up on social. Its cast peers down at the camera as Louis Vuitton's new distressed Monogram flower logo, created in the image of soundwaves, is displayed.



Menswear options have evolved near infinitely since the decade the brand's campaign references. Louis Vuitton has done away with the stringent dress code of the decade it references, instead opting for an expressive celebration of a unifying force that has stood the test of time: music.

Menswear mania

Louis Vuitton's official fall/winter 2022 menswear collection brought high art and high fashion together, in a similar crossover execution. The fashion house embraced a flowery future, marrying new 3D details to its masculine footwear classics in fresh menswear campaign content.

The brand introduced a raised baroque imprint fit for royalty. Louis Vuitton turns the art world's conventions inside out, using its shiny calf leather offering to place a fresh spin on classical practices, with a diverse cast to match ([see story](#)).

The brand is prioritizing the category through bricks-and-mortar activations as well, having opened its first standalone menswear retail store in California on Rodeo Drive in Beverly Hills in July. The dedicated men's store is the eighth of its kind in the United States and the first in California. ([see story](#)).