

APPAREL AND ACCESSORIES

Louis Vuitton goes bookish with latest handbag campaign

October 11, 2022



Ethiopian model Liya Kebede is a known activist and maternal health advocate. Image credit: Louis Vuitton

By AMIAH TAYLOR

French fashion house Louis Vuitton has debuted a new campaign for its Capucine handbags with Ethiopian model Liya Kebede as the face.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Unveiled in its latest spot, in addition to new color-blocked versions, is the Capucines Metallic, boasting iridescent effects and a new evening edition embroidered with glass beads.

The campaign video, which takes place in Paris, is accompanied by bright and vivacious music.

"We see luxury brands differentiating themselves via social causes as well as their unique products," said Marie Driscoll, managing director of luxury and fashion at [Coresight Research](#), New York.

"By using model activist Liya Kebede, Louis Vuitton is associating the brand with Liya's causes, maternal, newborn and child health and her foundation, the Liya Kebede Foundation," she said. "Luxury shoppers are looking for luxury brands with ethics and values that mirror their own.

"Liya's values easily resonate with most luxury shoppers."

A page-turning purse

The campaign film begins with Ms. Kebede leaning against a wall that is plastered with street art posters.

In her hand is a blue Capucines MM handbag. In contrasting texts that vary from bold to cartoonish, the word "Capucines" is displayed repeatedly.

With a girlish strut that is emphasized by black Mary Janes, Ms. Kebede makes her way down a Parisian street that doubles as a natural runway.

Liya Kebede has served as the WHO's Ambassador for Maternal, Newborn and Child Health since 2005

Ms. Kebede's daughter Rae joins her for the marketing effort.

Skateboarding down the street in a pink skirt and athletic sneakers as her waist-length hair moves with dynamism, a

bright fuschia Mini Capucines is the star of her eclectic outfit.

Beyond Rae is her mother in a Louis Vuitton headscarf and matching sunglasses, stacking book after book into an ambitious pile in her arms. The top read of her pile of literary works is bubblegum pink and titled, "Capucines," labelled in dark and bolded text.

[View this post on Instagram](#)

A post shared by Louis Vuitton (@louisvuitton)

Born in Addis Ababa, Ethiopia, model Liya Kebede moved to Paris at the age of 18

Books are a recurring theme in the intelligent spot. The next scene shows the mother-daughter duo drawn to a bookstore with Capucines in hand.

Tracing bookshelves with her finger as a Capucines MM handbag in merino wool dangles on her hand, Ms. Kebede playfully reaches for books and turns the simple act of reading into an artful experiment.

Ms. Kebede bats her eyelashes and peers over a pink "Capucines" book. Then, the viewer sees her leaning against bookshelves on the sidewalk outside of the used bookstore.

The mother and daughter pair hold hands as they walk along the water. Laying along the sidewalk they smile and enjoy each other's company in the shade of a tall tree.

The spot ends with a close-up shot of Louis Vuitton's Capucines handbag in pebbled black leather.

Luxury remixes

French fashion house Louis Vuitton introduced new versions of its Capucines handbag in its Oct. 10 campaign video, "Liya Kebede and the Capucines."

Beyond debuting new purse options, the French maison also has been focusing on remixed monogram motifs in its menswear campaigns ([see story](#)).

The French fashion house has also dived into the literary sector with luxury publisher Assouline, by way of a dedicated coffee table book honoring the late Virgil Abloh (see story). Beyond the posthumous book debut, Mr. Abloh was also honored by Louis Vuitton with a summer collection ([see story](#)).

"Millennials and Gen-Zers are most adamant in choosing their purchases on aligned values," Ms. Driscoll said.

"The campaign silently is communicating its standing with Liya's causes," she said. "However, it presupposes that the audience is aware of the Liya Kebede Foundation and its causes."

© 2022 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.