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Louis Vuitton's new cruise 2023 collection campaign is sunny

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A plethora of materials, textures and levels of reflectivity are put at center stage in the Louis Vuitton cruise 2023 film. Image credit: Louis Vuitton

By LUXURY DAILY NEWS SERVICE

Creative chief Nicolas Ghesquire's cruise 2023 collection for Louis Vuitton embraces the sun.

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Released at the Salk Institute in California, this newest collection from the French fashion brand features reflectivity. The pieces serve as points of connection between light and those wearing them.

The **visual campaign** features the brand ambassador and U.S. actress, Jennifer Connelly.

In the 40-second film, Ms. Connelly models the adventurous pieces, showcasing a nomadic and neo-futurist aesthetic. A plethora of materials, textures and levels of reflectivity are put at center stage.

The reverberation of light comes from the silvery, gold and smooth materials used for the pieces within the collection, giving it an eclectic feel.



U.S. actor Jennifer Connelly stars in the Louis Vuitton cruise 2023 film. Image credit: Louis Vuitton

Letting the light in

The looks modeled by Ms. Connelly are multilayered and, of course, shining.

The many layers of cloth, leather and sequined materials evoke a sense of utopia and passage. The collection has notes of a nostalgic, vagabond life, giving it depth in messaging.

Such complex partnering of pieces in every look makes it clear that this collection both celebrates the sun and brings about a healthy barrier of protection from it.

The earthy and metallic tones are nods to faraway desert landscapes, arid climates and, of course, solar rays.

The environmental and luxurious aesthetic of the collection explores contrast, fluidity, structure and light. It is a complex project from **Louis Vuitton**, adding a new level of intricacy to the consumer experience.

Louis Vuitton cruise 2023 with Jennifer Connelly. Video credit: Louis Vuitton

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