

APPAREL AND ACCESSORIES

Famed fashion faces star in latest Louis Vuitton, Yayoi Kusama teaser

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Gisele Bündchen for Louis Vuitton x Yayoi Kusama. Image credit: Louis Vuitton

By LUXURY DAILY NEWS SERVICE

French luxury fashion house Louis Vuitton is teasing an upcoming January collection executed in collaboration with Japanese artist Yayoi Kusama.

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Newly-released imagery includes Brazilian supermodel Gisele Bündchen, Chinese talent Fei Fei Sun and American model Anok Yai. The campaign's creative treatment matches that of its products, as the artist's signature polka dots are overlaid across shots featuring handbags from the Louis Vuitton x Yayoi Kusama Collection.

"Everything was done with extreme precision," said Delphine Arnault, executive vice president of **Louis Vuitton**, in a statement.

"What's amazing about working with artists is that they really push the boundaries... it makes us even better and pushes also our boundaries."

Seeing spots

Seven models are featured alongside Ms. Kusama's dotted collection in stills captured by American photographer Steven Meisel.

A star-studded cast at hand, Christy Turlington, Devon Aoki, Liya Kebede and Rianne Van Rompaey are also all participants in Louis Vuitton's latest campaign. As of now, the brand has gone live with three of many images featuring Ms. Yai, Ms. Bündchen and Ms. Sun on its Instagram account.

The latest photos showcase the talents of seven models from several generations, highlighting the wide appeal of Ms. Kusama and her art. The rest of the images from the shoot will be made public on the 26th of this month via fashion print publications in Japan the home country of Ms. Kusama.

After the initial release, the images will be projected onto screens and on billboards across the world, including in London, Paris, New York, Munich, Los Angeles, Dubai, and among others, Tokyo.

The collection is Louis Vuitton's biggest partnership ([see story](#)) with an artist of this caliber so far, having been in the

works for over 18 months.

Louis Vuitton and Yayoi Kusama teaser. Video credit: Louis Vuitton

The final result includes perfumes, as well as leather goods and accessories such as the handbags shown across the social posts.

The early rollout of these images comes after another publicity push in Tokyo, where the brand installed displays and virtual reality set-ups at various locations including Tokyo Tower and Zojoji Temple.

Collection items will be made available gradually, with the initial pieces available for purchase in stores and online on Jan. 1 in China and Japan. The remainder will be released globally starting Jan. 6.

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