

APPAREL AND ACCESSORIES

Louis Vuitton channels childhood for spring/summer 2023 campaign

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The new Louis Vuitton collection highlights the imagination of children, centering on youth aesthetics. Image credit: Louis Vuitton

By EMILY IRIS DEGN

French luxury fashion house Louis Vuitton is putting play at the heart of the new men's spring/summer 2023 campaign.

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The brand embraces the idea of "re-childing" a term used to describe the act of adults honoring their inner child for the collection. Louis Vuitton toys with the concept via colorful pieces and playful references to childhood games.

"Luxury in the last decade or so understands that there needs to be latitude and that it's not all about couture," said Kimmie Smith, cofounder and creative director of [Athleisure Mag](#), New York.

"Looking at menswear, it has become essential to think about how he wishes to dress and to open up the palette, embrace design aesthetics that are Genderful in nature such as florals and bringing in other elements that allows each man to choose how he wishes to represent himself at that moment," Ms. Smith said. "When you think about how men's style has changed whether it's during Awards Season on the red carpet or even how NBA players attend the game the need for individuality and being able to play with color, proportion, etc. is something that he wants.

"This collection shows how luxury fashion is answering that call and how they can implement these requests through fabrication and silhouettes."

Ms. Smith is not affiliated with Louis Vuitton, but agreed to comment as an industry expert.

Play-full

In celebration of the collection, the campaign is filled with imagination.

As stated via the brand's Twitter page, Louis Vuitton's latest "expresses the idea that imagination unites us and inspires the next generation of new creatives."

Famed photographer and powerhouse youth himself, Tyler Mitchell, shot the campaign in Spain's Tecisa desert, infusing floral motifs and popping colors into the visuals. Giant paper airplanes, yellow brick roads, hula hoops, pastels and childhood toys all make an appearance.

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A post shared by Louis Vuitton (@louisvuitton)

In one campaign still, models are shown running through the hills of the Spanish desert, donning outfits from the collection.

Weaving up through the arid hills is a vibrant, yellow cloth. The sunshine-colored fabric is a nod to the yellow brick road from the famed children's novel, "The Wizard of Oz."

The campaign also features shots of the models jumping onto vibrantly painted cars, wearing lilac, dandelion yellow and floral prints. This playfulness compliments the re-childing aesthetic present throughout the collection, grounding viewers in the campaign in images of their own carefree nature as children.



The giant paper airplanes featured in the campaign bring a carefree spirit to the collection. Image credit: Louis Vuitton

With the addition of paper airplanes both giant in size and attached to the outfits and prints reminiscent of French impressionism, imagination serves as another link to childhood.

These moves are a step away from the monogrammed, precise look of the Maison's classic designs, and a plunge into playful whimsy.

"We have lived through a global pandemic, embraced a number of social justice issues, there have been global shifts when it comes to the political landscape that we live in as well as the environment," Ms. Smith said.

"Unlike themes such as returning to the 1970s, 1980s or 1990s, which tend to resonate in more of an authentic way with those that were within a certain age group whether it was growing up as a child during that time or those that

were in the beginning stages of 'adulthood' when you go back to rechilding, these are themes, feelings and ideologies that can be grasped regardless of your demographic, when you were born, etc."

Kid-core

Louis Vuitton is not the only brand stepping into the world of "kid-core" or the "re-childing" aesthetic, as it is beginning to catch on at-large.

Christian Louboutin recently released a playful shoe drop ([see story](#)).

The sneaker features the image of a shark along the bottom of the shoe, something unique for the luxury space. The French fashion label dubbed the drop Loubisharks and Sharky Socks.

Louis Vuitton has also featured the idea of play before, highlighting carousel horses in a December campaign ([see story](#)). Imagination was at the core of that release as well.



The campaign showcases traditionally feminine colors, florals and toys, culminating into a playful take on mens luxury fashion. Image credit: Louis Vuitton

As luxury embraces the rising Gen Z consumer base, the "re-childing" push seems to come from a different place altogether. It brings in people from all demographics, simply playing up the idea of childhood, rather than current youth or the time period of consumers' childhoods.

"[Re-childing] creates a level playing field to embrace a form of simplicity and to see it in a new way through the lens of luxury, Louis Vuitton and modern items such as the speakers that can be reframed in this motif," Ms. Smith said.

"It's being able to have these items that allows the customer to have a physical representation of going back while navigating the world that we are in now that is constantly changing."