

APPAREL AND ACCESSORIES

Succeeding Virgil Abloh, Pharrell named men's creative director at Louis Vuitton

February 14, 2023



Effective immediately, Mr. Williams will present a debut collection at Men's Fashion Week in Paris next June. Image credit: Louis Vuitton

By LUXURY DAILY NEWS SERVICE

French fashion house Louis Vuitton has appointed a new men's creative director.

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Announced Tuesday, the brand reveals that American musician and entrepreneurial magnate Pharrell Williams now helms the division. Effective immediately, Mr. Williams will present a debut collection at Men's Fashion Week in Paris next June.

Fashion's future

A role that remained unfilled since the November 2021 passing of his friend and former men's artistic director Virgil Abloh ([see story](#)) will now see Mr. Williams take to the post after a yearslong vacancy.

The talent's luxury gigs run the gamut in partaking in luxury promotion through the years, Mr. Williams is credited with having extended the boundaries of what is possible for celebrity partnerships.

Louis Vuitton is delighted to welcome [@Pharrell](#) as its new Men's Creative Director. His first collection for Louis Vuitton will be revealed next June during Men's Fashion Week in Paris. [#LouisVuitton](#) [#PharrellWilliams](#)
pic.twitter.com/GRCQfOAHK

Louis Vuitton (@LouisVuitton) [February 14, 2023](#)

Rather than appear front-and-center in campaign spreads and amid other activations, the talent engages in more immersive ways, sporting U.S. jeweler Tiffany & Co. ([see story](#)) front row during fashion week just a few seasons ago after announcing work with the company, for example.

As early as 2008, the singer-songwriter would begin collecting collaborative credentials, having partnered with Louis Vuitton on a fine jewelry line that year ([see story](#)).

He would go on to serve as a brand ambassador at Chanel for several. The 13-time Grammy-award-winning producer doubled back with the French fashion brand last year, this time for a philanthropic project supporting

BIPOC founders ([see story](#)).

Though the latter agreement comes to a close upon beginning work with Louis Vuitton, the star counts popular streetwear brand Billionaire Boys Club, which has since birthed sub-labels Ice Cream, Bee Line and Billionaire Girls Club, among his owned pursuits, each founded in conjunction with the current creative director of Kenzo, NIGO ([see story](#)).

Otherwise, Human Race, a wellness product company, titles his most recent business venture.

Per a blueprint set by creative crossovers between the booth and boardroom in recent years ([see story](#)), Mr. Williams could bring an unmatched level of cultural cachet to the table, a reality that is already realized by the maison.

The update marks Louis Vuitton's newly-instated chairman and chief executive officer Pietro Beccari's first appointment ([see story](#)).

"I am glad to welcome Pharrell back home, after our collaborations in 2004 and 2008 for Louis Vuitton, as our new Men's Artistic Director," said Mr. Beccari, in a statement.

"His creative vision beyond fashion will undoubtedly lead Louis Vuitton toward a new and very exciting chapter."

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