

APPAREL AND ACCESSORIES

Louis Vuitton plays with proportions in spring/summer 2023 presentation

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The luxury label slots a larger-than-life collection into the blank spaces of Paris' Muse du Louvre, per a new campaign. Image credit: Louis Vuitton

By AMIRAH KEATON

At French fashion house Louis Vuitton, change is the only constant, according to a new latest campaign.

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As creative director Nicolas Ghesquire deploys a series of never-before-seen silhouettes, honing in on handbags while breathing life into this season's apparel selections, the house proves its dedication to reinvention. Artistic in nature, the luxury label slots the spring/summer 2023 collection into the blank spaces of Paris' Muse du Louvre.

Oversized offering

A bundle of new visuals sees Louis Vuitton taking the term "high-fashion" for a spin.

Having debuted designs at Paris Fashion Week last fall, Mr. Ghesquire's collection now arrives in campaign form and integrates optical twists. This time around, the creative is using the Louvre museum as a venue for his oversized musings.

Actress and house ambassador Hyeon stars in a fair amount of shots, as both herself and a crew of models mosey around a stark set, adult dollhouses sprinkled throughout.

Proportion plays appear popular for the upcoming season. Louis Vuitton's latest falls in line.

Strutting betwixt campaign props, group members sport apparel and accessories fresh off of the runway, including Louis Vuitton's new S-Lock XL and Tilsitt purses, retailing for \$3,950 and \$2,640 respectively.

Models don other streetwear standouts such as the [LV Zoom Platform Ankle Boot](#), and costume jewelry pieces like the [LV Heirloom Necklace](#). Items from the brand's new LV Volt line ([see story](#)) even make an appearance.

Regarding the campaign's primary theme, proportion plays appear popular for the upcoming season.

Handbags hold luxury

Luxury handbags have taken center stage in the house's last few womenswear presentations.

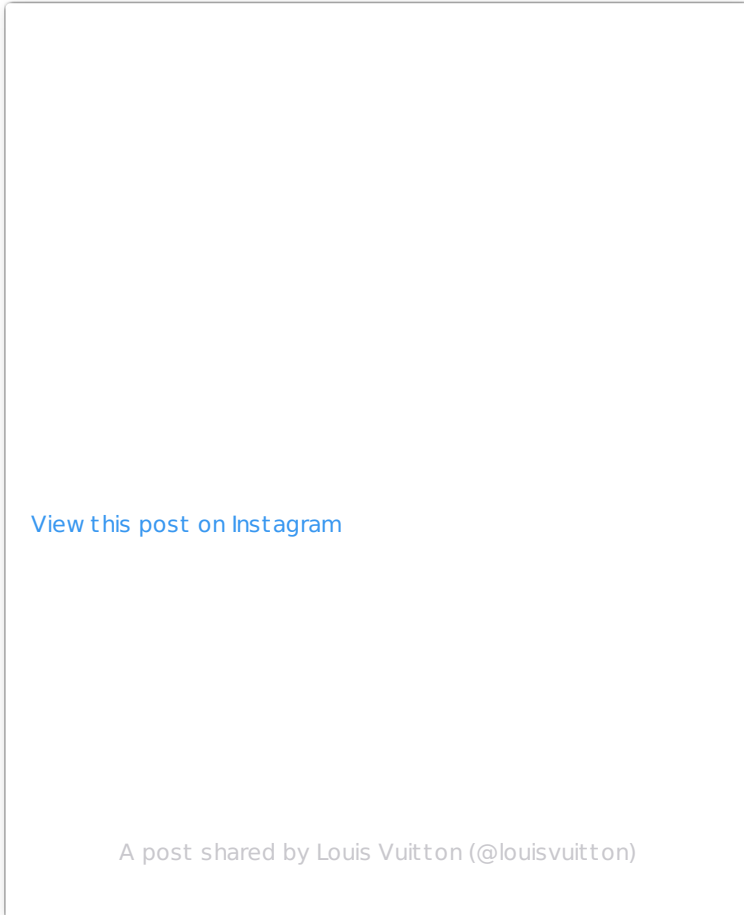
For starters, there is the reality of Louis Vuitton's current leading position as its namesake holding company's

"bread-and-butter" brand, so to speak.

The label broke the 20 billion euro mark for the very first time in 2022, an impressive feat, considering the presence of players such as Dior, Christian Dior, Celine, Fendi, Loro Piana and Loewe.

Though LVMH does not release brand specifics on the finance front, representatives of Mr. Arnault's empire noted exceptional performances from the aforementioned group were enjoyed in 2022 ([see story](#)).

This aside, Louis Vuitton is responsible for a quarter of all revenues at the holding company, a fiscal fact that LVMH likely does not take lightly.



Add this to the pull that accessories have held for decades, readily retaining the largest share of luxury profits and playing a vital sales role quarter after quarter.

All things considered, the evolution of the brand's accessory offerings has been fast-tracked design-wise on a seasonal basis for many rounds now, with reinventions arriving left and right.

As of late, there is "Artycapucines," the brand's annually iterative initiative that pairs notable artists with house artisans to create concepts that transform its namesake offering. Bringing the past to present, and for the fourth year in a row, Louis Vuitton returned with six international artists, nine reconstructed handbag renditions and one shared purpose in 2022 ([see story](#)).

It seems as if one could not scroll for many minutes without stumbling upon Louis Vuitton's blockbuster campaign with Japanese artist Yayoi Kusama ([see story](#)).



*"Creating Infinity" is a case study in luxury marketing, as multichannel campaigns of this caliber are precisely where the brand shines brightest.
Image credit: Louis Vuitton*

Oddly enough, artists' fascination with "new-ness," one that constantly propels the cohort toward innovation, seems to match Louis Vuitton's mission, thus the list of collaborators that have transformed the house's most coveted handbags is long.

The commercial pursuit of world domination may not be the first principle that comes to mind when thinking of art world heroes but with the trajectory of both industries today, the pair oddly enough makes for the perfect modern-day thought partners.

Strategically speaking, it is no wonder that the label's spring/summer 2023 collection is no exception.

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