

APPAREL AND ACCESSORIES

## Louis Vuitton moves actress Zendaya front of house as ambassador

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*Carrying the home team's Capucines handbag, Zendaya stars in a campaign shot on-site in Cte d'Azur. Image courtesy of Louis Vuitton*

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By LUXURY DAILY NEWS SERVICE

French fashion house **Louis Vuitton** is staying close as American actress Zendaya shifts direction.

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The Golden-Globe winning talent, who adds an accompanying brand ambassadorship to her belt, is lending a new luxury house her likeness as the face of the brand's latest Capucines campaign. Carrying the contemporary design, Louis Vuitton's effort offers scenes from across the pond in Cote d'Azur.

Z x LV

As recently as March, Louis Vuitton's front row guest attended the label's Paris Fashion Week fall/winter 2023 presentation.

Now, the newly-named ambassador stars in her very own campaign shot, by photographer duo Mert Alas and Marcus Piggott. Imagery features Zendaya on-site at the French Riviera.

Amid a sensual sequence of assets, Zendaya clutches a number of Capucines models.



## LOUIS VUITTON

*Image courtesy of Louis Vuitton*

Made of full-grain Taurillon leather, the versatile styles offer multiple modes of wear, allowing its owner to opt for hand, shoulder or crossbody placement, as displayed by Louis Vuitton's leader.

The ambassador gracefully occupies the terraces, balconies and rooftops of "E-1027," the Roquebrune-Cap-Martin space designed by Irish architect and furniture designer Eileen Gray.



LOUIS VUITTON

Image courtesy of Louis Vuitton Involving the input of now-retired stylist Law Roach and creative direction from The Council Team, plus hair and makeup services provided by Raoul Alexandre and Antoinette Hill, respectively, the campaign launched in print and online on April 20.

Named after "Rue Neuve-des-Capucine," the Parisian street where an inaugural first store location was opened in 1854, Louis Vuitton has long shone the spotlight on the silhouette ([see story](#)), though the inclusion of a miniature "Capucines BB" brings an added "first" to the table, nearly a decade after the handbag's debut.

*Louis Vuitton presents "Zendaya and the Capucines"*

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