

APPAREL AND ACCESSORIES

Louis Vuitton handpicks supermodel Gisele Bündchen for Horizons Never End'

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Ms. Bündchen's jet-setting lifestyle is on full display as she praises Louis Vuitton's travel-friendly luggage, filled with monogrammed clothing, shoes and swimsuits. Image credit: Louis Vuitton

By LUXURY DAILY NEWS SERVICE

French fashion house **Louis Vuitton** has added a new face to a trunk-themed promotional series.

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Tapping Brazilian model Gisele Bündchen, the maison is out with a new slot for the "Horizons Never End" campaign – with the feature, she joins a slew of recent campaign stars, including Argentine soccer legend Lionel Messi and Hong Kong-based multi-hyphenate Jackson Wang. In this round, Louis Vuitton's trusted luggage acts as the foundation of Ms. Bündchen's jet-setting lifestyle.

Mode of travel

Having now pushed three phases live, the luxury brand's extension of Horizons Never End explores the talent's travel habits and preferred destinations.

In a newly-released video, Ms. Bündchen sets off to Miami, Horizon luggage in tow. Within her suitcase, neatly folded stacks of Louis Vuitton wearables are prepped for the vacation.

Viewers are invited to travel alongside the famed model, getting the scoop on her prep beforehand

Once prompted, Ms. Bündchen shares her must-pack items, letting viewers in on her luxe lifestyle.

"Less is best and I just take key pieces: bathing suit, sunglasses, baseball hat and a great book," Ms. Bündchen says in the video.

She is shown neatly laying her items into the Horizon 55 suitcase, priced at \$3,400.

Accompanying the listed pieces are selections from Louis Vuitton's Art of Living vertical, inclusive of a set of gym weights. Seasonal ready-to-wear and footwear, the bulk of which apply the label's Monogram print, are additionally folded in. On an aesthetic level, Ms. Bündchen's "less is best," minimalist approach embraces maximalism.

#GiseleBündchen for **#LouisVuitton**: Horizons Never End. Backdropped by the glimmering

ocean, Gisele Bündchen explores Miami accompanied by her Horizon luggage in the Maison's new travel campaign. Discover the film at <https://t.co/uf9cOzdXf9#LVHorizonpic.twitter.com/WhwoyA8PpY>

Louis Vuitton (@LouisVuitton) [June 1, 2023](#)

Louis Vuitton's peer campaign frontrunner, Mr. Messi, inaugurated the effort in April 2023 with an excerpt that spotlights his own travel-apt leanings ([see story](#)).

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