

APPAREL AND ACCESSORIES

Louis Vuitton, Rihanna showcase Speedy updates in new campaign

June 26, 2023



French fashion house Louis Vuitton is reimagining a classic with Barbadian singer and businesswoman Rihanna. Image courtesy of Louis Vuitton

By LUXURY DAILY NEWS SERVICE

French fashion house **Louis Vuitton** is leveraging the star power of an established name in fashion and pop culture.

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Barbadian singer and businesswoman Rihanna has collaborated with the maison on its latest menswear campaign, the first from recently-installed brand creative Pharrell Williams. Representing the dawn of a new era, the promotional display lifts a classic reimagined in bright, punchy colorways, Louis Vuitton's "Speedy" remaining a hallmark of brand history and iconography since its initial release in 1930.

Symphonic connection

Mr. Williams, Louis Vuitton's newly-appointed artistic lead, has tapped friend and collaborator Rihanna, unveiling a new marketing expression as part of his freshman effort for the house.

No stranger to fashion herself, the founder of sportswear and lingerie company Savage x Fenty dons pieces from the spring/summer 2024 menswear line in assets captured by Japanese photographer Keiz Kitajima and American artist Martine Syms.

A statement from Louis Vuitton shares that the campaign serves as an offset to the creative direction of Pharrell Williams at the Louis Vuitton Studio Prt-Porter Homme. According to the label, a film and corresponding capsule are imbued with the hustling mentality that unifies residents of global metropolises.

In the lead-up to Mr. Williams' debut presentation in Paris, the city's Muse d'Orsay center showcased a campaign teaser upon its faade.

Rihanna for Men's Spring-Summer 2024. Conjuring the bustling energy of Canal Street in New York, [@rihanna](#) embodies the trailblazing vision of [@Pharrell](#)'s debut collection with the new Speedy. Discover the campaign at [#https://t.co/KBIZ3TMPMv#LVMenSS24](https://t.co/KBIZ3TMPMv#LVMenSS24) [#LouisVuitton](#) pic.twitter.com/vnywHswSkx

Louis Vuitton (@LouisVuitton) June 26, 2023

Created in 1930, the Louis Vuitton Speedy has been renamed, relaunched and remade on several occasions, first jumping into mainstream success in 1959 after receiving a boost from late American movie starlet Audrey Hepburn.

Opening in the bustling cityscape of Canal Street in New York, where Mr. Williams grew up, Rihanna sports several looks from the capsule in a campaign video styled by Cynthia Lu and Matthew Henson. Edited frenetically to alter perception, the items showcased become somewhat surreal, adding to the intended feel of speed paired with vibrant hues.

The collection aims to challenge history and evolve an existing legacy. Employing Rihanna as a "quintessential everyday icon," the brand aims to bring greater attention to the reinvention of its menswear division under the new leadership.

Mirroring the classic Speedy, designs favor the same trapezoidal lines as its predecessor. Colorful canvas prints guide the set of modern-day apparel and accessories away from frequented "quiet luxury" trends ([see story](#)).

With the line of leather goods, Louis Vuitton offers clients a "new creative chapter," utilizing inventive voices while paying tribute to what came before.

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