

COMMERCE

## Louis Vuitton welcomes top-ranked tennis player to roster

June 28, 2023



Spanish tennis star Carlos Alcaraz is Louis Vuitton's newest house ambassador. Image courtesy of Louis Vuitton

By LUXURY DAILY NEWS SERVICE

French fashion house **Louis Vuitton** is spreading word of a new spokesperson.

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Grand Slam tennis champion Carlos Alcaraz is the latest athlete to bear a brand ambassador title. Announced June 28, the top-ranked player has been selected to represent Louis Vuitton in light of a shared spirit of endeavor and excellence, according to the company.

"The truth is that I feel very proud," said Mr. Alcaraz, in a statement.

"You could even say it's a dream for me to now be a part of the Louis Vuitton family."

Game. Set. Match.

Holding the record for youngest world number one in ATP rankings history at the age of 20, the rising sports star is a huge get for the luxury label.

Popular with fans both on and off the court, Mr. Alcaraz now joins the fashion house. The tennis icon started his journey into the upper echelon with his first Grand Slam win at the U.S. Open in 2022.

[@carlosalcaraz](#) for Louis Vuitton. "It's a dream for me to now be a part of the Louis Vuitton family." World-renowned tennis champion and the youngest player to be ranked number 1 in history will be joining the Maison as a new House Ambassador. [#CarlosAlcaraz](#) [#LouisVuitton](#) [pic.twitter.com/EUcVb4S8Mc](https://pic.twitter.com/EUcVb4S8Mc)

Louis Vuitton (@LouisVuitton) **June 28, 2023**

Since then, Mr. Alcaraz has claimed ATP 1000 titles in Madrid, and stateside, in California at Indian Wells, with a number of supporting medals cementing his unprecedented rise to the top.

What campaign the athlete will helm first for the label remains to be seen, but with the incoming advent of menswear collections and travel efforts abound ([see story](#)) he shouldn't have to wait long to front an incoming push.

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