

APPAREL AND ACCESSORIES

Louis Vuitton partner promotes men's fall/winter 2023 collection

July 14, 2023



The campaign is the K-pop star's first after signing with the luxury label in February. Image credit: Louis Vuitton

By ZACH JAMES

French fashion house Louis Vuitton is releasing a glimpse at what is to come with a new drop.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The brand is showcasing the men's fall/winter 2023 collection with a film and photoshoot, starring Jung Ho-seok, known to the public as J-Hope, a member of Korean pop group BTS. Slotting the talent in, the campaign continues the trend of luxury labels linking with taste-makers from the APAC region to promote their goods.

Stylish display

The freshly-released digital asset showcases the global music megastar in two looks for the upcoming season.

After becoming a brand ambassador in February 2023, the musician starred in another campaign centered on the fall/winter 2023 collection ([see story](#)). Now he returns for his sophomore effort promoting the line.

J-Hope's audience carries weight, his boy band BTS reaching nearly 39 million monthly listeners and his solo rap endeavors receiving another 4.5 million. On Instagram, the artist has more than 46 million followers, not far behind the maison's total.

The collection's newest film contrasts modern filmmaking and vintage equipment

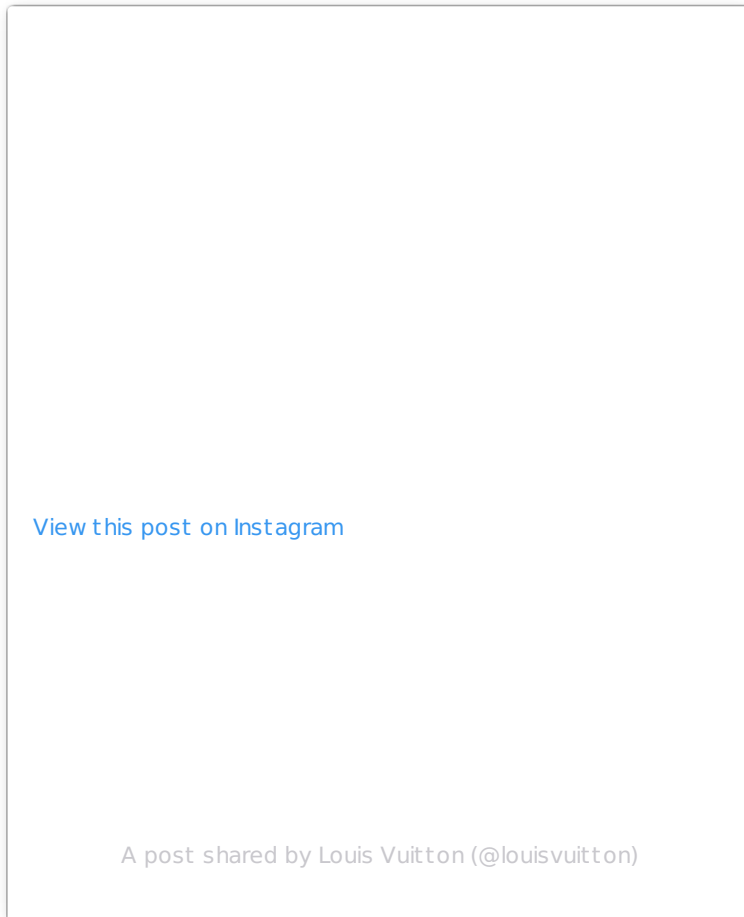
In his dedicated campaign video, J-Hope traverses an array of locations while boisterous electronic music backs his journey. Walking through a place filled with seemingly infinite mirrors, he eventually separates into multiple versions of himself, an ode to what the brand describes as an embodiment of modern technology and digital communications.

He then emerges into a traditional photo shoot set, revealing the new space's own mirrored, three-dimensional nature, before returning to reality. The rapper and pop star then takes a photo of himself with a vintage camera, bringing a futuristic touch to the historic medium.

Throughout the slot, J-Hope dons a selection of pieces from the fall/winter collection.

At one point he wears an outfit that includes the "Embroidered Varsity Blouson," an exclusive piece made to order

for each customer. The jacket is comprised of bull leather, accented with silk ribbing on the cuffs and a wool body interior.



Another outfit he sports in the campaign spotlights made-to-order creations. In this next instance, a monogrammed denim overshirt and pants are highlighted.

The campaign's fashion inclusions are just a taste of the menswear collection, in total containing 144 items spanning ready-to-wear, accessories, handbags and more.

Release dates and price points are not yet available, though interested parties are encouraged by the brand to inquire by calling their local storefronts.

Marketing dominance

This latest campaign joins the global push to appoint ambassadors and include stars familiar to APAC audiences as earnings in the region soar.

Names across luxury are experiencing this phenomenon, U.S. fashion group Tapestry among them, recently seeing revenue growth of 20 percent in all Asian markets except for Japan ([see story](#)).

Global consulting firm Bain & Company's reporting on the topic shows that China and Japan are specifically showing impressive rebounds after the lifting of pandemic lockdowns, though forecasting normal growth taking back over once the initial wave of return-to-store purchasing passes ([see story](#)).

[#jhope](#) will attend the next [#LouisVuitton](#) Men's Fall-Winter 2023 Fashion Show in Paris on January 19th at 2:30 pm (CET). [#LVMenFW23](#) [#BTS](#) pic.twitter.com/3ewwyf9dFS

Louis Vuitton (@LouisVuitton) [January 16, 2023](#)

High-end apparel names from across Europe are stepping into this era of expansion. Italian fashion house Ferragamo ([see story](#)), French fashion house Dior ([see story](#)) and Italian fashion label Valentino ([see story](#)) have all recently added talent representing the region to their respective rosters.

The spree has led some to question the motives of luxury brands' marketing behaviors, especially when it comes to

representing People of Color and other marginalized groups.

"The fallacy of 'diversity' is that the consuming public believes it has some sort of altruistic purpose, when in fact it's really just an excuse for advertisers to include anyone and everyone in their advertising... in hopes of attracting new customers," said Rob Frankel, **independent** branding strategist, Los Angeles.

© 2023 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.