

APPAREL AND ACCESSORIES

Actress Emma Stone fronts Louis Vuitton's latest fall/winter campaign

July 28, 2023



The assortment includes apparel that reinterprets codes from France's capital city, cast alongside accessories that nod to the maison's trunk-making history. Image credit: Louis Vuitton

By LUXURY DAILY NEWS SERVICE

French fashion house **Louis Vuitton** is tapping a longtime brand ambassador to highlight new wear.

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Donning pieces from the label's latest womenswear collection, American actor Emma Stone plays the main character in a fall/winter 2023 slot. Shot in the City of Lights, structure and fluidity find balance for an exercise that captures the essence of the Parisian lifestyle.

Emma in Paris

Guided by women's creative director Nicolas Ghesquiere the French designer has held the role for a decade now Louis Vuitton's autumn assortment includes apparel that reinterprets codes from France's capital city, cast alongside accessories that nod to the maison's trunk-making history.

Emma Stone for Women's Fall-Winter 2023. Embodying an effortless sophistication, the House Ambassador showcases [@TWNGhesquiere](#)'s collection, which reinterprets the Parisian-chic aesthetic. Explore the line at <https://t.co/D3k0rLTPj0#EmmaStone #LVFW23 #LouisVuitton pic.twitter.com/Anuz9CBoKA>

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

Modern pieces mix treasured motifs and contemporary design. With contrasting colors and signature silhouettes, the hues of the nation's national flag also make an appearance, further tying selections to Paris.

All of these elements are explored in a new campaign film, out now.

The brand ambassador is the star of Louis Vuitton's latest release

Throughout the roughly 60-second clip, Ms. Stone wanders through stone structures affixed upon city streets with a

carefree attitude.

"Ceremony" by 1980s rock band New Order rings off as centuries-old sites appear on camera. All the while, Ms. Stone laughs to herself, spinning as she makes her way along her route.

The celebrity was first appointed by Louis Vuitton as a brand ambassador in 2017 ([see story](#)), having since starred in a slew of campaigns for the house ([see story](#)), now adding another classic to the list.

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