

APPAREL AND ACCESSORIES

Wimbledon champion dons Louis Vuitton's latest formalwear looks

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Carlos Alcaraz is featured in a new campaign that highlights evening wear. Image courtesy of Louis Vuitton

By ZACH JAMES

French fashion house Louis Vuitton is putting a recently appointed spokesman to work.

Grand Slam and Wimbledon tennis champion and brand ambassador Carlos Alcaraz is appearing as the frontman for the maison's men's spring/summer 2024 formalwear campaign in his first official engagement as a brand representative. The new face of the sport, as its top-ranked competitor, grants the collection a greater audience, especially after breaking viewership records at U.K. broadcaster BBC, according to *Variety*.

"Tennis was huge this summer," said Jasmine Bacchus, financial analyst at *Microsoft* and 2020 Gucci Changemaker, Boston.

"I personally find LV's collaboration with Carlos Alcaraz to be a logical way to continue to ride tennis excitement," Ms. Bacchus said. "Carlos is young, charismatic and charming, and I think he resonates with many young consumers.

"I think there is a decent overlap between LV Consumers and pro-tennis enjoyers, however, there are likely those who, like me, got wrapped into the tennis hype this summer and are now following their new favorite players into the fall."

Serving looks

In the campaign, the tennis star is seen in a variety of suits and other formalwear.

Part of the overarching men's spring/summer 2024 collection, which is comprised of a total of 81 looks that were shown off during a show in June 2023, the business attire is sleek and contemporary.

[.@carlosalcaraz](#) for the Men's New Formal Collection. Modern tailoring is personified through the House Ambassador, lending his choreographic movement to the Maison's refined silhouettes. [#LouisVuitton pic.twitter.com/jLHFF996Jf](#)

Louis Vuitton (@LouisVuitton) [August 25, 2023](#)

Appointed to his post in late June ([see story](#)), Mr. Alcaraz dons Pharrell Williams' the maison's men's creative director and musical artist inaugural assemblage for this particular seasonal drop.

Louis Vuitton states that he embodies the elegance and sophistication at the core of their design codes and this tailored wardrobe, playing off a statement the 20-year-old Spanish talent made at the time of his onboarding.

"When I hear Louis Vuitton, I think elegance and what is the best fashion brand today," said Mr. Alcaraz in his appointment announcement video.

In the short film released as part of the current campaign, the tennis star can be seen in five separate outfits, the majority of which are suits. One stands out, however, as it is a flowing shirt and pair of pants, said to be evening wear by the house.



Mr. Alcaraz dons a series of looks in the visual showcase. Image courtesy of Louis Vuitton

Showcasing the versatility of the line, Mr. Alcaraz is constantly moving in the video, mimicking movements from his sport, such as a serve and a lunging swipe.

While no timetable was given for when the formalwear or the greater spring/summer collection will be made available for purchase, it will likely be in the hands of consumers before March 2024, in line with luxury fashion release schedules.

Athletic approval

While collaborating with names in the sports world is nothing new for luxury labels, the landscape is expanding for the types of athletes chosen to represent brands' releases throughout the year and the number of appointees as well.

Women's athletics have seen a tremendous amount of support from maisons in recent months, running the gamut of competitive displays, including tennis ([see story](#)), soccer ([see story](#)), sailing ([see story](#)), skateboarding ([see story](#)) and golf ([see story](#)). In particular, these sponsorships stand out as many of the listed sports are not in the mainstream.

We're thrilled to welcome [@samkerr1](#) as our Friend of the Brand. The Chelsea Football Club forward and captain of the Australia women's national team is unstoppable on the field and a force to be reckoned with when advocating for equality in sports.

Welcome to the [#IWCfamily!](#) pic.twitter.com/as4S1731pV

IWC Watches (@IWC) [June 29, 2023](#)

The space is certainly growing but could accelerate and develop even more depending on the success of current and future outings, potentially sprouting entirely new faces for the luxury landscape.

"I've been interested in the recent decision of luxury brands to expand the types of sports teams they are collaborating with; Louis Vuitton and Gucci, for example, have been collaborating with esports organizations over the past couple of years, something I imagine people would have never expected 15 years ago," said Ms. Bacchus.

"I think this current wave of athletes supporting luxury brands represents luxury brands' willingness to acknowledge

the brand power many of these athletes have," she said. "Likewise, it's a way for brands to diversify the avenues that they utilize to connect with consumers, especially Gen Z consumers, who have grown up in an era where influencers dictate culture.

"Influencers are not a new concept, obviously, but I think it is much more common now to see individuals who are famous for doing one thing sports, cooking, etc. also being seen as culture leaders in a space like fashion."

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