

APPAREL AND ACCESSORIES

Louis Vuitton teams up with sports star for bespoke presentation

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The 41-year-old star often finds himself on "best-of" lists, widely considered to be the best rugby player in the world. Image credit: Louis Vuitton

By EMILY IRIS DEGN

French fashion house Louis Vuitton is showing athletic appreciation.

The brand is unveiling a bespoke Malle Vestiaire travel trunk created for ambassador and retired rugby union player, Dan Carter. With flairs inspired by both its own heritage and the New Zealander's personal history, the memorabilia-filled case reveals that though the label is rooted in high fashion, there is a place for Louis Vuitton in the world of sports.

"Looking back at the heritage and the history, there are some similar values," said Mr. Carter, in a statement.

"It really does encourage and inspire you to want to try and enhance that legacy and enhance that history, and it's something we're really striving to do with the Malle Vestiaire."

Good sport

The new Malle Vestiaire is a presentation of where the contemporary and the vintage can coexist in a complementary way.

Louis Vuitton made a name for itself thanks to its travel trunk craftsmanship nearly 170 years ago. Now, this know-how and timeless style work together to bring forth a modern option for a millennial athlete.



The black luggage crafted for Mr. Carter holds his many awards and personal items, each representing a piece of his prestigious career. Image credit: Louis Vuitton

The 41-year-old star often finds himself on "best-of" lists for his sport, widely considered to be the best rugby player in the world. Though he retired in 2021, Mr. Carter continues to be the face of the internationally-loved pastime.

Tapping into this prestige, the high-end fashion house worked with him to craft a trunk to hold his equipment and valuable mementos, including World Rugby Player of The Year trophies, Rugby World Cup medals and jerseys.

The midnight black, personalized trunk also houses various brand products, such as a water bottle and a rugby ball, each printed with Louis Vuitton motifs.



All in all, the trunk captures the best of both Mr. Carter's and Louis Vuitton's history. Image credit: Louis Vuitton

In this marriage between Mr. Carter's career and the brand's identity, the two parties' relationship is captured in leather, wood and brass, altogether deemed what the house calls "a veritable ode."

Playing the same game

Celebrating the creation of the trunk, Louis Vuitton is out with a campaign that dives into the similarities it shares with the rugby celebrity.

Highlighting a dedication to their respective crafts and a love of travel, the slot is narrated by Mr. Carter.

"All travels create memories," he says, in the video.

"Most of them gave me time for myself and time to reflect," he continues. "And when I look back, the details stay vivid."

Louis Vuitton celebrates a new creation with a retired rugby star

Shot in Paris at a sports stadium, with scenes included that show the making of the bespoke item, the star is pictured participating in the crafting process, walking through the athletic space and interacting with the finished product, which sits in the middle of the field, all while wearing Louis Vuitton-branded clothing.

The move reads similar to other efforts made by the label this year, a period in which sports figures are being frequently tapped by names in luxury.

The French fashion house specifically teamed up with Argentine soccer legend Lionel Messi back in April 2023 to debut a redesigned classic trunk. The FIFA World Cup champion ushered in the first chapter of the "Horizons Never End" series.

Like Mr. Carter's spot, Louis Vuitton also spotlighted a bond shared with the athlete in a mutual appreciation for traveling ([see story](#)).

The next chapter of this campaign came in June, which starred Brazilian model Gisele Bündchen ([see story](#)). Though not a professional athlete herself, she is a noteworthy member of the sports community, as American audiences and football fans know her well as the ex-wife of famed NFL quarterback Tom Brady, her romantic partner of 17 years.

That same month, Louis Vuitton tapped Grand Slam tennis champion Carlos Alcaraz as a new brand ambassador ([see story](#)), placing him front and center in the spring/summer 2024 formalwear campaign in August ([see story](#)).



Louis Vuitton's newest creation embodies the true versatility of the house's expertise, showing its trunks can belong in the homes of fashion fans or in the sports arena. Image credit: Louis Vuitton

For this latest campaign, the brand is once again contextualizing its relationship with the sporting community. In this assertion that its offerings do not just apply to fashion fans, but hold a versatility that can extend to an entirely separate demographic, it seems that Louis Vuitton has the approval of some of the planet's most famous athletes.

"I am forever grateful to have the ability to work alongside such an iconic brand like Louis Vuitton; to collaborate, to live and learn from their craftsmanship," says Mr. Carter, in the video.

"Greatness travels in Louis Vuitton."