

APPAREL AND ACCESSORIES

Louis Vuitton debuts podcast, diving into maison's cultural history

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Hosted by French fashion journalist and documentarian Loc Prigent, the episodes will be available bimonthly. Image courtesy of Louis Vuitton

By EMILY IRIS DEGN

French fashion house Louis Vuitton is releasing an exclusive broadcast series.

The brand's fall debut, a podcast entitled "Louis Vuitton [Extended]," features excerpts from visionaries who are helping shape fashion history, tapping the leaders behind the top-notch luxury goods for which the maison has become known. Hosted by French fashion journalist and documentarian Loc Prigent, an inaugural episode welcomes Pharrell Williams, American music producer and men's creative director at Louis Vuitton, who speaks about his most recent and first runway presentation for the luxury label, additionally shining a light on the sources of inspiration that have guided him throughout an illustrious career.

Sharing "savoir-faire" secrets

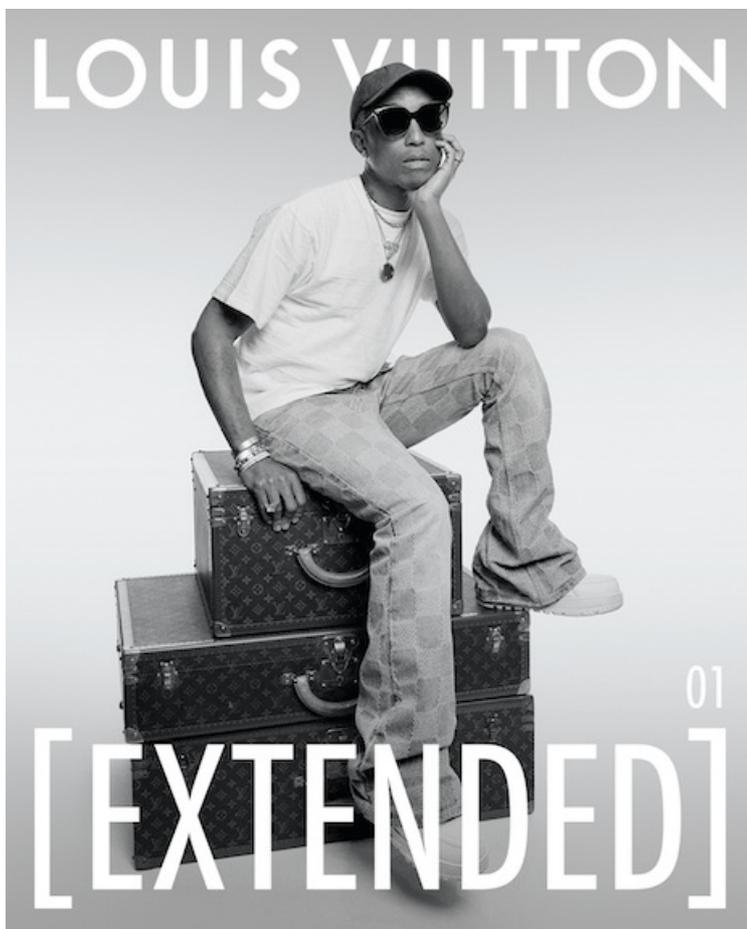
"Louis Vuitton [Extended]" is now available on all audio streaming platforms through its latest project, listeners will get to learn about the house in an entirely new way, hearing firsthand from those at the heart of the company.

Ranging in duration, the digestible, 20 to 40-minute-long episodes allow consumers to get to know a range of personalities, from creative director of women's collections Nicolas Ghesquire to master perfumer Jacques Cavallier-Belletrud to artistic director of watches and jewelry Francesca Amfitheatrof, each guest engaged in realizing Louis Vuitton's ambitions as a luxury brand today.

Even those involved in its cultural pursuits, figures such as chefs Arnaud Donckele and Maxime Frdric, who head Louis Vuitton's seasonal fine dining locale in St. Tropez ([see story](#)), will get their own slots.

Collectively, the stories of those who collaborate with LV from all angles showcase the label's "savoir-faire" and artistic approaches in an intimate setting, the segments airing bimonthly.

Mr. Prigent's first interviewee begins painting the picture by kicking off "Louis Vuitton [Extended]."



American music producer and men's creative director Pharrell Williams is "
Louis Vuitton [Extended]

After an audio montage depicting the "sights and sounds" of Louis Vuitton's star-studded Parisian presentation plays for the audience, Mr. Williams, who was appointed to the role in February 2023 (see story), joins to share more about his experience planning and executing the label's spring/summer 2024 men's fashion collection during the recording.

Bathed in gold, the event was held at sunset on June 20, 2023, at the Pont-Neuf, Paris's oldest existing bridge the monument also happens to serve as the site of the offices wherein the current digital interview session takes place.

Before all else, Mr. Williams commends the 55 departments and 2,500 artisans that he operates alongside from the France-based design studio.

The Grammy award-winning artist refers to those that work with him to construct the clothes and accessories as "soldiers," and tells Mr. Prigent that those who walked the runway with him at the end of June's showcase a move typical of fashion shows, the action allows attendees to commemorate the originators of works worn by the models can be identified as each department's "general."

As the episode progresses, Mr. Williams lays out that the show's "Lovers" theme acted as a nod to his home state of Virginia's slogan, "Virginia is for lovers," enhancing the presentation's ultra-personal elements.

"I love details," says Mr. Williams, during the podcast.

Mr. Williams presented his first men's fashion collection for the house during Paris Fashion Week

"I'm a lover of details, especially when things are well done," he continues. "When things are wearable, when things are chic and when they're well done, that's like, my thing.

"I wanted to make sure that everyone felt that across the board, and so Lovers' for me is literally just explaining that."

Alternative forms of art mean a great deal to the creative director, and were actively involved in his undertaking infusing a sense of spirituality and hopping on about halfway through the programming is Bishop Ezekiel Williams.

The pastor and founder of Norfolk, Virginia's Faith World Ministries, Inc., credited with having led "Voices on Fire," a choir hailing from Hampton Roads, Virginia, in providing gospel music for the show's finale, is Mr. Williams's uncle.

"It's a special choir," Mr. Williams says.

"I wanted to bring the universe into the conversation," he continues. "I wanted people to be clear that the universe had the sun shining on me, and so I felt that the greatest way to express that, at the end of it, was with this song, Joy' by Voices of Fire."

He goes on to speak about faith, luck, the soul and encouragement, all of which are concepts Mr. Williams wanted attendees to reflect on at his show. Pastor Williams joins his nephew in expressing similar views, calling the performance "life-changing."

The designer hints that there will be another opportunity for the choir to perform in Paris, exuding excitement, though not revealing any specifics as of yet.

"If what we just did is big, I don't know what this next thing is," Mr. Williams says.

"I can't even put it into words," he continues. "That's the most I can say."

Podcast push

Louis Vuitton's launch arrives in the wake of releases from a bevy of luxury brands that have similarly shown enthusiasm for the audio marketing space.

Louis Vuitton [Extended] The Podcast. The Maison's universes collide in a new podcast, featuring untold stories presented by French journalist Loc Prigent. [#LoicPrigent](#) [#LVExtended](#) [#LouisVuitton](#) pic.twitter.com/IVcr1FfvAV

Louis Vuitton (@LouisVuitton) [September 14, 2023](#)

Indeed, podcasts are seemingly all the rage across categories, from high-end auto marques ([see story](#)) to high fashion names ([see story](#)).

The French maison's peers seem especially fond of the medium, with Italian fashion house Gucci's corporate responsibility arm, Equilibrium, having started its own show a few years ago ([see story](#)) and French fashion house Chanel recently promoting its own podcast, a series that connects creatives from all kinds of industries ([see story](#)).

Aligning with current digital trends, "Louis Vuitton [Extended]" certainly has company. Time will tell just how much consumers take a liking to it.

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