

APPAREL AND ACCESSORIES

New content from Louis Vuitton frames 'GO-14' rerelease in modernity, mobility

October 12, 2023



Dubbed "GO-14," the re-imagined handbag gets a boost from four brand ambassadors in Louis Vuitton's latest delivery. Image credit: Louis Vuitton

By EMILY IRIS DEGN

French fashion house Louis Vuitton is placing a re-imagined purse in the hands of four current brand ambassadors.

The brand's rereleased "GO-14" handbag receives a boost from actors and ambassadors La Seydoux, Deepika Padukone, Jung Ho-yeon and Elaine Zhong as part of the company's new fall/winter 2023 womenswear campaign. Debuting on the runway nearly a decade ago in creative director Nicolas Ghesquire's first show for the French fashion house, the style returns as stars travel around Paris on foot, by bike and in a Porsche, sporting Louis Vuitton's latest delivery on the go.

On the GO-14

Set against the backdrop of the French capital, the fall fashion campaign frames the GO-14 in modernity and mobility. Ms. Seydoux, Ms. Padukone, Ms. Ho-yeon and Ms. Zhong bring their bags around on visits to recognizable sites.

Ms. Padukone is shown journaling in front of the Eiffel Tower, GO-14 in tow, while Ms. Ho-Yeon bikes to the Pont Alexandre III, her lattice-textured leather bag over her shoulder.

Ms. Zhong explores the Rue Galliera with a crisp white Capucine the full-grain accessory is also featured across the Louis Vuitton campaign.



Ms. Padukone journals with a Louis Vuitton diary in front of the iconic Eiffel Tower, her GO-14 purse center frame. Image credit: Louis Vuitton

Meanwhile, Ms. Seydoux, in an embodiment of luxury, rides a gleaming silver Porsche through the Old World streets. In the back seat is her own Louis Vuitton purse, which she takes with her when she disembarks to walk.

The French actor specifically appears to be on a job, as cameras roll and filmmakers position lighting for her as she poses and delivers lines from the prestige vehicle. This time, modern Louis Vuitton bags are present, linking a glamorous past to the brand's current offerings.

Louis Vuitton's fall/winter 2023 womenswear campaign

Each of the women moves with purpose during their allotted screen time.

Speedily walking by marble structures and columned paths or confidently going about on wheels, they seem to know their way around the popular five-star vacation spot and fashion mecca.

The GO-14 is a Louis Vuitton boutique exclusive, available through the brand's own channels at select stores worldwide.

"Tote-al" deep dive

A duo of videos is dedicated exclusively to the GO-14, highlighting the history and futuristic savoir-faire of the creation.

Malletage patterns featured inside of Louis Vuitton's trunks are reapplied to the GO-14 purse's exterior

In a two-minute spot called "Introducing the new GO-14 Bag," the inspiration behind the bag is laid out.

The purse's name is short for "Ghesquire October 2014," nodding to creative director Nicolas Ghesquire's first Louis Vuitton fashion show in October 2014. Premiering on the runway 10 years ago, it has now been re-imagined for the future.

In terms of fabrication, the bag's "malletage" quilting has a reference that goes further back than the namesake year.

The material's pattern, achieved through special stitching techniques, is reminiscent of the inside of the brand's heritage trunks, which originally are what made a name for the company.

This detail holds an element of travel, perhaps being behind the fall 2023 campaign's grounding in its use of on-the-move imagery.



Diverse women reveal how the GO-14 fits into their luxury lifestyles in Paris. Image credit: Louis Vuitton

The leatherworking also falls in line with Louis Vuitton's historic know-how, also featuring a signature curved silhouette, an adjustable gold chain and a Twist pivoting lock with "LV" initials," an emblem that is inspired by the 1988 Trapze clutch.

Coming in a range of colors, sizes and strap lengths, the GO-14 is adaptable, befitting the company's diverse consumers. This is a characteristic that seems to be reflected in the versatile range of figures enlisted for the ambassador video, who span nationalities and personalities.

In a separate video titled "The Iconic GO-14 Bag: A History of Savoir-Faire," craftspeople are shown making the product entirely by hand.

They stitch and cut in practices that have endured at the maison while other fashion brands have moved on to more mechanical means. Shots of ornate apartment buildings and sunlit buildings are interspersed throughout, the glow mirroring that of the bag's gold chain.



Paris's decorative architecture is dispersed among close-ups of the GO-14 bag, the city and the purse sharing certain characteristics. Image credit: Louis Vuitton

Like the ambassador-studded visuals, Paris acts as a central character, granting a sense of place, roots, style and luxury.

Peers like French fashion house Chanel have recently done similar things, positioning their advertising around the City of Light and the women who know it well ([see story](#)).

French jewelry maison Cartier, which, similar to Louis Vuitton, has worked with Deepika Padukone ([see story](#)), also turned to the iconic location in 2023 for a campaign that likewise touched on the movie magic that has been made there ([see story](#)).

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