

MARKETING

Top luxury campaigns of 2023: Louis Vuitton, SS24

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French fashion house Louis Vuitton is reimagining a classic with Barbadian singer and businesswoman Rihanna. Image courtesy of Louis Vuitton

By AMIRAH KEATON

At the root of an ongoing slowdown, the luxury industry faced a unique combination of macroeconomic threats this year.

Heritage brands continue to contend with tight-pocketed aspirational consumers in America and slower-than-anticipated lockdown recoveries in China, tapping ambassadors across Asia-Pacific in an attempt to spur sales. Meanwhile, affluent populations in regions such as India and the Middle East flexed their buying power, as executives at powerhouse conglomerates looked toward these new audiences to diversify channels of income.

Beauty mergers and acquisitions took off, and top-end operators in sectors such as automotive, real estate and travel accelerated global launches. Clearly, uncertain conditions did not halt activity, much less innovation. Many luxury players rose to the occasion despite challenges, venturing outside of the box by advancing unforeseen exclusives, thoughtful collaborations and engaging activations that carried growth.

In the lead-up to the new year, Luxury Daily is highlighting the marketing moments responsible for capturing the attention of consumers worldwide since January. Coverage will reveal the campaigns, events and strategic initiatives that have defined the last 12 months, sharing predictions as to how these themes could impact efforts in 2024.

Louis Vuitton did not lose in 2023

French fashion house Louis Vuitton leveraged the star power of many established names in 2023, choosing one pop culture figure to star in a set of menswear ads, driving MIV.

Barbadian singer and businesswoman Rihanna collaborated with the maison on its spring/summer 2024 menswear campaign, featuring the debut collection of Pharrell Williams, who was this year named creative director of menswear. Arriving in bright, punchy colorways, the promotional display lifts Louis Vuitton's new "Speedy," reimagined the classic that has remained a hallmark of brand history and iconography since its initial release in 1930.

Rihanna for Men's Spring-Summer 2024. Conjuring the bustling energy of Canal Street in New York, [@rihanna](#) embodies the trailblazing vision of [@Pharrell](#)'s debut collection with the new Speedy. Discover the campaign at <https://t.co/KBIZ3TMPMv#LVMenSS24> [#LouisVuitton](#) [pic.twitter.com/vnywHswSkx](#)

No stranger to fashion herself, the founder of sportswear and lingerie company Savage x Fenty donned pieces from the spring/summer 2024 menswear line. In assets captured by Japanese photographer Keiz Kitajima and American artist Martine Syms, she is visibly pregnant, breaking yet another barrier via the delivery.

A statement from Louis Vuitton shares that the campaign serves as an entry into an era of creative direction from Mr. Williams' Louis Vuitton Studio Prt--Porter Homme. According to the label, the freshman marketing expression was imbued with the hustling mentality that unifies residents of global metropolises.

Opening in the bustling cityscape of Canal Street in New York, where Mr. Williams grew up, Rihanna sports several looks from the capsule in a campaign video styled by Cynthia Lu and Matthew Henson. Edited frenetically to alter perception, the items showcased become somewhat surreal, adding to the intended feel of speed paired with vibrant hues.

In the lead-up to Mr. Williams' debut presentation in Paris, the city's Muse d'Orsay center showcased a campaign teaser upon its faade.

Luxury Daily predicts *that the strategic fusion of high fashion and celebrity influence at play in the appointment of Mr. Williams reflects a recognition by luxury brands that aligning with influential figures brings a unique cultural resonance. In 2024, we can anticipate a surge in collaborative efforts, leveraging celebrities not just as ambassadors but as creative collaborators, broadening the appeal of luxury appeal to a more diverse and global audience, likely redefining traditional notions of luxury in the process. Read more on Louis Vuitton's men's spring/summer campaign [here](#).*