

APPAREL AND ACCESSORIES

Louis Vuitton launches new menswear campaign, global pop-up series

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Centering the men's spring/summer 2024 collection, more than 50 pop-up concepts from Louis Vuitton will go live around the globe, starting today. Image courtesy of Louis Vuitton

By ZACH JAMES

American basketball player LeBron James is helping market French fashion house [Louis Vuitton](#)'s men's spring/summer 2024 collection as it rolls out in-store.

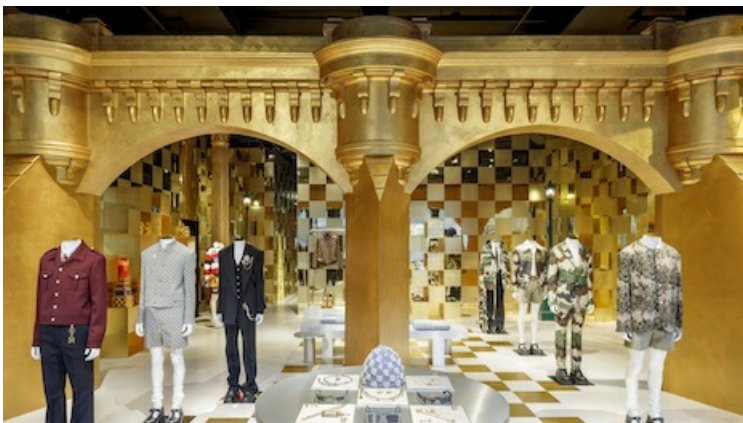
Following ads that initially launched the collection by involving Barbadian singer and businesswoman Rihanna last year, another superstar now serves as the face of the brand's latest campaign. The release surfaces as a series of in-person activations go live at Louis Vuitton locations around the globe.

Multicity menswear launch

The debut collection of creative director Pharrell Williams is at the center of more than 50 current store concepts and activations worldwide.

Reaching destinations such as London, New York, Los Angeles, Paris and Seoul starting this week, the interiors of Louis Vuitton's first pop-up template feature the same golden Daimier checkers that were reinterpreted in the seasonal presentation from Mr. Williams.

Inside, the team has recreated an eye-catching recreation of the Pont Neuf bridge in Paris, the location of the creative director's first show for the maison. Across social media channels, the summer event garnered over one billion views.



One of the many pop-ups is situated within the British department store Selfridges London flagship. Image courtesy of Louis Vuitton/Brad Dickson

An alternate design scheme molds the rest of the chosen retail spaces after the French capital, with scaled-down representations of regional elements. Here, miniature versions of the city's Haussmannian buildings and iconic monuments are included.

Personalizing each location, select storefronts will feature screens displaying life-size, on-model holograms of every look from the show, while others incorporate minicarts loaded with Monogram trunks or giant cubes, according to the brand.

Throughout the activations, lasting through mid-March 2024, clients can participate in special events such as DJ residencies and culinary experiences on-site and outside of the four golden walls.

Those who stop by to shop will receive exclusive, limited-edition carrier bags bearing the season's pixilated Damouflage pattern and its "LVERS" logo. For a limited time, both contemporary motifs can be found on the uniforms worn by Louis Vuitton client advisors.

Louis Vuitton x LeBron

While orchestrating a massive effort on the ground, the luxury maison is also collaborating with some of the most recognizable names on the planet.

Notably and most recently, American basketball legend LeBron James joins the roster. Out Jan. 4, the entrepreneurial athlete, widely considered to be one of the greatest NBA players of all time, wears men's spring/summer 2024 collection styles in a new campaign.

LeBron James stars in the maison's latest campaign film

His social media presence is strong, maintaining one of the largest followings in the world, with 159 million Instagram users tuned in, per his profile.

Within the first few hours of going public with the endorsement alone, posts from the basketball star's account have achieved nearly 700,000 likes, 10 times that of Louis Vuitton's.

A friend of Mr. Williams, Mr. James credentials the collection in a manner that may be hard to match, due to the sheer size and global reach of his platform, an advantage other luxury entities have long hooked onto ([see story](#)).

The house took a similar approach this past June 2023, enlisting a then-pregnant Rihanna to promote the reinvented "Speedy" handbag ([see story](#)) ahead of its debut at the Pont Neuf fashion show.

Later this month, the brand will embark on what it is calling "The Speedy World Tour," a 24-hour computer-generated journey.

The concept began last December, when Louis Vuitton set up giant real-life inflatable Speedy bags in Chengdu and Shanghai, sending one down the Huangpu River.

Continuing the narrative with a CGI moment this year, the Speedy will move from Shanghai to Santa Monica to New York.

The final stop? Paris.

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