

APPAREL AND ACCESSORIES

# Louis Vuitton launches new YouTube series

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*Each video will span 10 minutes in length. Image courtesy of Louis Vuitton*

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By LUXURY DAILY NEWS SERVICE

French fashion house **Louis Vuitton** is unveiling fresh digital content.

The new YouTube-exclusive series, "Nicolas Ghesquière: Shaping Fashion," presents the artistic director of women's collections' reflections on his decade with the maison. American actresses and brand ambassadors Emma Stone and Jennifer Connelly feature in episodes one and two, respectively; the first video was released today.

"This series was something completely new for me," said Mr. Ghesquière, in a statement.

"It was very enjoyable to take the time to look back, reflect and smile on how these past ten years have flown by and it is a journey that has been shaped by the wonderful friends in each episode," he said. "With the pace of things today, it feels special to sit down and reminisce a little."

## Looking back

Taking the form of a conversation between friends, Mr. Ghesquière and Ms. Stone sit down for the first release.

Each video will span 10 minutes in length, as the artistic director and his chosen partner muse on their relationship, collaborations and memories from the past 10 years. In Ms. Stone's case, she met Mr. Ghesquière before his employment at Louis Vuitton began, being introduced to him at the Met Gala by the late former Lanvin creative director Alber Elbaz.

*The first episode is out now*

Journalists Lynn Hirschberg and Sylvia Jorif guide the conversation, asking the duo questions about their time spent together, both professionally and as friends.

Ms. Connelly is set to appear in the second episode of "Nicolas Ghesquière: Shaping Fashion," though a release date has not yet been announced.

Louis Vuitton now has multiple digital content series running concurrently, with "Louis Vuitton [Extended]" dropping on a monthly basis ([see story](#)).