

COMMERCE

Louis Vuitton forges multiyear partnership with Real Madrid

June 13, 2025



The label is succeeding Italian menswear brand Ermenegildo Zegna as the athletic organization's partner. Image courtesy of Louis Vuitton

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

French fashion house Louis Vuitton is bringing its high-end looks to the field and the court.

On June 13, the brand announced a multi-year partnership with Spanish club Real Madrid. As a part of the deal, players for the men's and women's football teams, and members of the men's basketball team, will wear exclusive formalwear and formal travel wear collections designed by men's creative director Pharrell Williams.

"We are proud to support a club whose history, marked by countless national and international victories, continues to inspire entire generations," said Pietro Beccari, CEO of [Louis Vuitton](#), in a statement.

"Louis Vuitton and Real Madrid share foundational values that have propelled them to the highest peaks of their respective disciplines, driven by an uninterrupted quest for excellence, surpassing oneself, and a spirit of innovation."

Sporting excellence

As an official partner of the historically successful athletic organization, Louis Vuitton will look to solidify its promotional messaging of "Victory Travels in Louis Vuitton."

The exclusive wardrobe includes ready-to-wear, footwear and accessories to be worn during official team representations. Each clothing item is embossed with the maison's signature "LV" emblem.



An exclusive luggage line is also a part of the deal, including the Horizon 55 carry-on, the Keepall and the Christopher backpack. Image courtesy of Louis Vuitton

"Real Madrid stands for excellence and evolution always pushing forward," said Mr. Williams, in a statement.

"That energy fuels what we do at Louis Vuitton," he said. "This wardrobe was made to move with that same spirit pieces that travel with purpose, strength and style.

"Real Madrid and Louis Vuitton share a deep respect for community it's why we do what we do, and that shared value is what makes this connection feel so powerful."

The Louis Vuitton x Real Madrid collections will adorn popular athletes such as Kylian Mbappé, Daniel Carvajal, Caroline Weir, Serge Ibaka and brand ambassador Jude Bellingham but are not available for sale.

The move expands Louis Vuitton's presence across the global sports landscape, previously appearing at the Paris 2024 Olympic Games and currently serving as a sponsor of Formula 1 ([see story](#)) and the America's Cup.

© 2025 Reliance Relocation Services, Inc. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.