

FRAGRANCE AND PERSONAL CARE

Photo legend Steven Meisel shoots first La Beaut campaign from Louis Vuitton

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The La Beaut model wears an LV Rouge lipstick in 854 Rouge Louis, one of the range's three hero shades. Image courtesy of Louis Vuitton

By AMIRAH KEATON

French fashion house Louis Vuitton is tapping a global superstar for an inaugural brand launch.

Marking the release of its debut makeup collection, envisioned by cosmetics creative director Dame Pat McGrath, a new campaign for La Beaut stars house ambassador and Korean actress Hyeon. Lensed by legendary American fashion photographer Steven Meisel and directed by Swiss talent Damien Krisl, the visuals communicate Louis Vuitton's contemporary vision of artistry.

LB by LV

Hyeon, alongside models Ida Heiner, Chu Wong and Awar Odhiang, completes team La Beaut Louis Vuitton, centering official campaign imagery, out now.

Staring straight on in some photos and off into the distance in profile shots, the women's faces are set against dreamy landscapes. Thin clouds, crimson deserts and pastel lakes linger behind each subject.

Colors seen in the background of the close-up shots mirror the vivid shades featured across the collection, in what the maison calls "an invitation on a journey through surreal destinations."



Hoyeon completes team La Beaut Louis Vuitton, starring in an official campaign. Image courtesy of Louis Vuitton

The La Beaut cast wear the lip range's three hero hues, 896 Monogram Rouge, 203 Rose Odysse and 854 Rouge Louis, as well as select lip balm and eyeshadow palette shades, including "Monogram Touch" and "Sky is the Limit," respectively.

Each product is presented in refillable packaging designed by industrial designer Konstantin Grcic, pulling in the house's trunk-making heritage; makeup aside, the maison's Vanity Trunk is on full display across shots.

The La Beaut Louis Vuitton campaign was released across the brand's global digital channels on Aug. 20. Print placements will go live in China before a worldwide run beginning Aug. 29.

La Beaut Louis Vuitton leads

Pre-orders for the La Beaut Louis Vuitton collection ([see story](#)) opened on Aug. 25. The carefully sequenced rollout leads with China, the world's largest luxury beauty market.



In the words of the maison, the line "redefines beauty as a lifestyle." Image courtesy of Louis Vuitton

In the words of the maison, the line "redefines beauty as a lifestyle," serving as both a creative showcase for Ms. McGrath and a

new revenue stream for the world’s most valuable luxury brand (see story).

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