

APPAREL AND ACCESSORIES

All eyes on leather goods in fall ad extension from Louis Vuitton

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Shot by campaign photographer Ethan James Green, actress Emma Stone carries the Side Trunk against an illustrative backdrop evoking Parisian architecture. Image courtesy of Louis Vuitton

By AMIRAH KEATON

Brand ambassadors Emma Stone and Hyeon have reunited with French fashion house Louis Vuitton.

New visuals featuring the global stars build on the maison's fall/winter 2025 campaign, this time around, showcasing the Capucines and Side Trunk handbags. Captured by American photographer Ethan James Green, who also lensed Louis Vuitton's summer release, the collection travels home, appearing against illustrative backdrops of classic Parisian architecture.

Fall/winter 2025, revisited

Campaign imagery shifts from the railway setting of the earlier effort to drawings of Haussmannian facades that evoke the City of Lights' character in fall marketing.

Louis Vuitton's house ambassadors exist briefly between a two-dimensional dream realm and reality, the Capucines and Side Trunk handbags cast as essential companions for navigating Paris.

The structured silhouette of the Capucines is seen strapped across Ms. Stone, who rests laterally beside the warm cognac accessory in one shot and wears the bag crossbody in another. The Oscar-winning actress carries the Side Trunk in additional frames, allowing the contemporary design to shine.



LOUIS VUITTON

Hyeon elevates the Side Trunk in Monogram canvas. Image courtesy of Louis Vuitton

Hyeon elevates Louis Vuitton's Side Trunk in taupe-grained leather and Monogram canvas iterations. The South Korean actress and model also poses alongside a supple Capucines GM in a navy shade, helping Louis Vuitton present a fuller array of items from the current-season collection.

Video content also ensures all eyes remain focused on the Capucines and Side Trunk, filming stagnant scenes starring Ms. Stone and Hyeon from angles near and far.

The campaign launched in print publications on Oct. 9, debuting on digital platforms the following day, Oct. 10.

Contemporary take

Both the Capucines and the Side Trunk are relatively recent additions to the maison's portfolio, arriving in 2013 and 2023, respectively.

The former is named after the street where Louis Vuitton opened his first store in 1854, while the latter's boxed format recalls the brand's roots in travel and craftsmanship.



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In this moment, Louis Vuitton opts to spotlight newer design innovations over heritage pieces and hero products such as the Speedy or Neverfull.

Celebrating the art of travel, the house originally presented artistic director Nicolas Ghesquire's fall/winter 2025 collection at Paris' Gare du Nord train station in March.

The initial campaign captured themes of anticipation and melancholy associated with train stations, while the October extension brings a more modern perspective to the season's leather goods ([see story](#)).

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