

APPAREL AND ACCESSORIES

Jeremy Allen White, Pusha T star in Louis Vuitton's spring/summer 2026 campaign

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The campaign alludes to the feelings of anticipation and freedom found within the act of travel. Image courtesy of Louis Vuitton

By KIRAN GILL

French fashion house **Louis Vuitton** is exploring the wonders of travel in a new campaign.

Today, the maison unveiled men's creative director Pharrell Williams' latest spring/summer 2026 campaign. For the initiative, Mr. Williams tapped two brand ambassadors: American actor Jeremy Allen White and American rapper Terrence LeVarr Thornton, known by his stage name Pusha T.

"When you have multiple ambassadors in the same campaign, you can see how versatile the collection is," said Kimmie Smith, cofounder and creative director of *Athleisure Mag*, New York.

"In this case, Jeremy is known for a number of his roles, from 'The Bear' to his biopic playing Bruce Springsteen and more, and gives an authentic man about town getting to wherever he is going," Ms. Smith said. "Then you have Pusha T with his iconic career, copious campaigns he has done with brands and being a music legend as one half of The Clipse.

"Having both of these men in the campaign, and knowing the depth of their career and how they have no bounds to where they will go next, speaks so well to the house and this menswear collection."

Ms. Smith is not affiliated with Louis Vuitton, but agreed to comment as an industry expert.

Art of travel

In the campaign, which includes a short film and still imagery, Mr. White and Mr. Thornton are modern-day dandies, discovering the world through travel. The sun-drenched scenes capture the men alone, exploring by foot, van or train.

Louis Vuitton presents a campaign featuring the men's spring/summer 2026 collection

"It's always great to see clothing in motion so that you know the look and feel as well as how the garments hang on the body," said Ms. Smith.

"I like that the background of this campaign is walking around open spaces, some rugged and others at night," Ms. Smith said.

"Having them on the train, which has an industrial look on the outside and a slightly elevated look inside, lets you put yourself into the looks as well as the accessories that both men are carrying.

“The score with its hopeful melodies also lets you concentrate on what is being shown; it all works together to allow a viewer or a fan of the brand to really place themselves in the pieces.”

Mr. Thornto dons a relaxed suit that evokes the old-world glamour of decades past. His travel attire, dominated by flared trousers and outerwear with wide lapels, includes a mix of suiting and sportswear.

Meanwhile, Mr. White’s wardrobe considers texture from soft leather to chocolate brown denim to crisp cotton. Both men embrace colorful, embellished travel accessories such as Trunks, Keepalls, Totes and a Speedy P9.

This initiative marks the first time Mr. White ([see story](#)) and Mr. Thornto ([see story](#)) have starred in the brand’s campaigns. Paris-based photographer Drew Vickers captured the promotional assets.

Friends of the house

Mr. Williams, who succeeded the late Virgil Abloh ([see story](#)), was appointed men’s creative director in February 2023.



Effective immediately, Mr. Williams will present a debut collection at Men’s Fashion Week in Paris next June. Image credit: Louis Vuitton

Under his stewardship, the maison has expanded its retinue of brand ambassadors, cementing ties with a wide cohort of creatives across varied industries and audiences. Most recently, Mr. Williams’ community of “LVers” welcomed its newest brand ambassador, American rapper and record producer Nayvadius Wilburn, best known by the stage name Future ([see story](#)).

This appointment follows in the wake of a bevy new brand ambassador announcements from Dakota Johnson at Italian fashion house Valentino ([see story](#)) to English actress Mia Goth at French fashion house Dior ([see story](#)) to American rapper Rakim Mayers, best known by the stage name A\$AP Rocky, and American actress Margaret Actress star at French fashion house Chanel ([see story](#)).