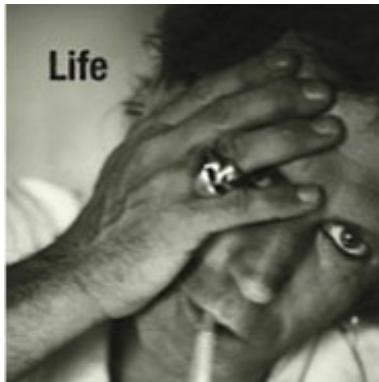


MULTICHANNEL

Louis Vuitton partners with rock star Keith Richards to extend Journeys campaign

November 11, 2010



By KAITLYN BONNEVILLE

Louis Vuitton teamed up with Rolling Stones frontliner Keith Richards for the second time to promote the rock star's autobiography, "Life."

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The book was released Oct. 26 and is available on the Louis Vuitton Web site. It can also be purchased at stores throughout North America.

"Ever since Keith Richards appeared in our Core Values advertising campaign in 2008, Louis Vuitton has considered him a friend of the House," said Antoine Arnault, worldwide head of communications at Louis Vuitton, Paris.

"Life" was written by Mr. Richards and James Fox and covers the artist's early days and rise to fame with The Rolling Stones.



KEITH RICHARDS LIFE BOOK

Louis Vuitton celebrates Keith Richards' personal journey with his autobiography LIFE. This vibrant new book showcases his reluctant outlaw, rock 'n' roll's unparalleled hellraiser, and one of the greatest guitar gods of all time.

- Written by Keith Richards with James Fox
- 576 pages
- Includes 214-page color photo inserts and 12 black and white photos
- Published by Life, Brown and Company
- Date of Publication: October 2010

PRODUCT ID: VMU020

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The "Life" product page from the Louis Vuitton [Web site](#).

For the Core Values campaign, Mr. Richards was photographed by Annie Leibovitz in a hotel room draped with black scarves bedecked with images of skulls. A skull was placed on a bedside table and Mr. Richards sat on the bed next to a custom made Louis Vuitton guitar case holding his guitar.

Here is a video from the Core Values campaign shoot, featuring Mr. Richards and Ms. Leibovitz:

A caption at the bottom of the campaign image read "Some journeys cannot be put into words," and the campaign slogan was "Some journeys cannot be put into words. New York. 3 am. Blues in C." The campaign appeared internationally in 2008.



The Keith Richards Core Values campaign image

The campaign supported Al Gore's The Climate Project, which proves to be a trend among Louis Vuitton's Core Values campaigns.

U2 rock star Bono and wife Ali Hewston donated their appearance fees for the latest Core Values campaign to the same cause that the couple shot on location in South Africa. The campaign also supports a variety of other charities that the couple are involved in ([see story](#)).

By working with The Rolling Stones star and promoting his autobiography, Louis Vuitton is able to take advantage of Mr. Richards' image to drive consumer interest and increase brand awareness.

"The underlying theme of our ongoing Core Values campaign is the reinterpretation of travel as a personal journey, a process of self-discovery, so it felt completely organic for us to celebrate Keith's own life journey as written in his own words," Mr. Arnault said.

Final Take

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