

LOUIS VUITTON

Madonna stars in the new
Louis Vuitton Advertising Campaign
Spring/Summer 2009

Following his acclaimed Spring/Summer 2009 ready-to-wear show for Louis Vuitton, Marc Jacobs knew exactly who he wanted to embody the spirit of the season: Madonna should be the face of Louis Vuitton's Spring/Summer fashion campaign.

The iconic pop star was photographed by her long-time creative collaborator Steven Meisel, the first time the influential fashion photographer has shot a campaign for Louis Vuitton. The chemistry between the two is evident as – in a sepia-toned setting reminiscent of a Paris café in the Forties, with its zinc bar, bentwood chairs and air thick with smoke – Madonna transforms into Marc Jacobs' vision of the quintessential *Parisiennne*, striking provocative poses in the season's sexy short skirts, ethnic-inspired sandals and animal-print bangles.

"I wanted the campaign to be very bold, very sensual and very atmospheric. To carry off all these references and all this sophistication, we needed the ultimate performer – and for me, that is Madonna " says Marc Jacobs.

Antoine Arnault, Head of Communications for Louis Vuitton, comments: "We are delighted to have Madonna as the star of our new fashion campaign. These are absolutely stunning shots whose rich imagery truly recaptures the magic of what was an unforgettable fashion show."

The Louis Vuitton Spring/Summer 2009 advertising campaign will break in the February 2009 issues of magazines worldwide. The first visuals show Madonna with the collection's emblematic slouchy bags in Monogram canvas and Monogram-embossed leather.

About Louis Vuitton

The world leader in luxury, Louis Vuitton has been synonymous with the art of stylish travel since 1854. Since 1987, it has been part of L.V.M.H. / Moët Hennessy - Louis Vuitton, the world's most prestigious luxury goods group headed by Bernard Arnault. Since 1997, with the arrival of the designer Marc Jacobs, it has extended its expertise to women's and men's ready-to-wear, shoes, watches and jewellery, sunglasses, combining traditional craftsmanship with flair and innovation to create a complete lifestyle experience. Today, Louis Vuitton has a worldwide network of 424 stores.

Model: Madonna	Photographer: Steven Meisel
Stylist: Marie-Amélie Sauv�	Hair: Garren
	Makeup: Pat McGrath