Three photographers or none at all. In his first campaign for Louis Vuitton, Nicolas Ghesquière has brought together three renowned photographers: Bruce Weber, Annie Leibovitz and Juergen Teller, to capture three complementary visions of his contemporary fashion collection. On the other side of the lens, meanwhile, are top models Liya Kebede and Freja Beha.

Unsurprisingly, the world’s number one fashion house for luxury now counts among its muses Nicolas Ghesquière’s longtime friend and inspiration Charlotte Gainsbourg, who has worked with the designer on many occasions in the past.

A short behind-the-scenes film was released online from the shoot between Gainsbourg and Annie Leibovitz, which saw the actress/singer photographed in the artists Ellsworth Kelly and Brice Marden’s studios in the Storm King Art Center in New York.
The worldwide launch will be launched worldwide this August.

By Florent Gilles