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Go Owest: Catherine Deneuve, Charlotte Gainsbourg, and Michelle Williams Fete Louis Vuitton in L.A.



Alexis Brunswick

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Catherine Deneuve, Nicolas Ghesquière, Charlotte Gainsbourg, and Michelle Williams
Saskia Lawkas / Courtesy of Louis Vuitton

Joining the ranks of luxury houses paying extra attention to Los Angeles of late, Louis Vuitton doubled down on its presence in the city last night. Smack-dab in the middle of awards season, the brand unveiled a renovated Rodeo Drive flagship, and simultaneously opened its exhibition *Louis Vuitton Series 2 – Past, Present, and Future* nearby in Hollywood. The exhibit is an immersive, unconventional sensory presentation of its Spring '15 collection by Nicolas Ghesquière.

“I always want to try to show my mood board, what is my inspiration and what is the DNA of Vuitton,” Ghesquière told Style.com. “A fashion show is so important, and now with digital, every image goes very quickly and everyone can see it,” he explained. “But to experience this process a bit deeper is very difficult, and I thought this show could give that experience to a larger public.”

Catherine Deneuve, Michelle Williams, Rosamund Pike, and Emilia Clarke were in the crowd, as was Jennifer Connelly, Vuitton’s Spring campaign video star. “We met because Nicolas designed the dress that I wore to the Academy Awards the year that I went,” Connelly said of her 2002 win in Balenciaga. Charlotte Gainsbourg’s affiliation with Ghesquière and LV goes back even further. “The first piece was given to me by my father; it was a trunk,” Gainsbourg said. “But I also have his little briefcase that was Louis Vuitton. Now that I think of it, it’s been a very long time, very personal.”

In addition to an “Infinite Show Room” featuring a 360-degree projection of the 48 looks in the Spring '15 collection, the exhibition includes rooms devoted to the house’s famous monogram trunks and accessories, and a “Backstage” area that replicates the actual behind-the-scenes environment at an LV show, complete with racks and an audio track. The next stop for *Series 2* is Beijing.

Louis Vuitton Series 2 – Past, Present, and Future is open daily until February 22 at 1135 North Highland Avenue, Los Angeles.

Culture / Parties: Louis Vuitton, L.A. Party Pictures - Michelle Williams, Charlotte Gainsbourg

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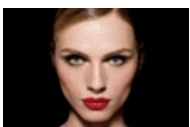
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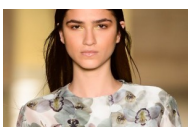
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