

# Louis Vuitton Signs Cate Blanchett as Its Newest Ambassador

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*BFKN Press Release*

Louis Vuitton, the iconic fashion and accessories house under global luxury conglomerate LVMH, has signed Cate Blanchett as its newest brand ambassador. The two-time Oscar winner stars in the brand's newest high jewelry collection: the Spirit Collection.

The 168-year-old storied house noted that the collection embodies five themes: liberty, fantasy, grace, radiance and destiny, values chosen by Artistic Director of Watches and Jewellery Francesca Amfitheatrof. The company also noted in a statement that Blanchett – who recently starred in *Don't Look Up* and *Nightmare Alley* – is one of just a few actresses who exemplify all of these qualities and the timelessness of the Louis Vuitton woman. The campaign, which was unveiled this week in Marrakech, will be the largest high jewelry collection to date for the company.

"I am extremely excited to have this opportunity to collaborate with Louis Vuitton – a truly iconic House with an enormous cultural reach. To wear the magnificent pieces created by Francesca Amfitheatrof is a bedazzling pleasure, and Nicolas Ghesquiere, as ever, amazes and inspires me," Blanchett said in a statement.

BFKN served as lead counsel to Louis Vuitton. The team was led by **Fashion, Luxury & Retail** Group chair **Daniel L. Dominguez** and associate **Kait E. Kelly**.

To read more about this deal, visit:

- <https://wwd.com/accessories-news/jewelry/louis-vuitton-names-cate-blanchett-high-jewelry-ambassador-1235235254/>
- <https://www.aol.com/lifestyle/exclusive-louis-vuitton-taps-cate-050055198.html>

## PROFESSIONALS

Daniel L. Dominguez

Kait E. Kelly

## PRACTICE AREAS

Luxury