

# Louis Vuitton Signs Zendaya as Its Newest Brand Ambassador

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*BFKN Press Release*

Louis Vuitton, the iconic fashion and accessories house under global luxury conglomerate LVMH, has signed "Euphoria" star, Zendaya, as its newest brand ambassador. The company confirmed her new role on Thursday by revealing her first campaign as the face of its bestselling Capucines handbag.

The Capucines handbag is named after the Rue Neuve-des-Capucines, the Paris street where Louis Vuitton opened his first store in 1854. In the images lensed by Mert Alas and Marcus Piggott, Zendaya poses against the backdrop of E-1027, the modernist villa designed by Eileen Gray located in the French town of Roquebrune-Cap-Martin near Monaco.

The brand said in a statement, "From poolside to terrace, balcony to rooftop, day to night, the award-winning actress imbues the campaign and Capucines with a fresh yet sensual grace."

BFKN served as lead counsel to Louis Vuitton. The team was led by **Daniel L. Dominguez** and **Kait E. Kelly**.

To read more about this deal, visit:

[WWD | Louis Vuitton Unveils First Campaign With Zendaya](#)

[People | Zendaya Officially Joins Louis Vuitton as House Ambassador Following Fan Speculation](#)

## PROFESSIONALS

Daniel L. Dominguez

Kait E. Kelly

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## PRACTICE AREAS

Luxury

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## INDUSTRIES

Luxury