

I noticed a recurring marketing decision across Pharrell Williams's Louis Vuitton Men's runway shows and decided to build my own strategic presentation to understand the thinking behind it.

Right **before** its 2026 men's shows, Louis Vuitton puts out a post that works like a funnel:

1 · A familiar face

A celebrity people already follow, styled in the new collection.

2 · An unseen collection

Pieces nobody has seen yet, presented as a first look at Pharrell's show.

3 · One set time, streamed live

An invitation to watch live, on Instagram and louisvuitton.com.

→ THE RUNWAY SHOW

Look for the same three details in each.

1 · A familiar face

2 · An unseen collection

3 · An invitation to watch live

1 · January show
Fall–Winter 2026
collection



● **louisvuitton** and **skepta**

TIMELESS TEXTILES. A first look at the Fall-Winter 2026 Show by @pharrell, styled on Skepta. Watch the show live today at 8pm CET on Instagram and at louisvuitton.com
#Skepta #LVMenFW26 #PharrellWilliams #LouisVuitton

January 20

2 · June show
Spring–Summer 2027
collection



● **louisvuitton** and **tyriqwithers**

Acid Rain Monogram. A first look at the Spring-Summer 2027 Show by @pharrell, styled on Tyriq Withers. Watch the show live on Tuesday, June 23rd at 9pm CEST on Instagram and on louisvuitton.com
#TyriqWithers #LVMenSS27 #PharrellWilliams #LouisVuitton

June 22

The same three details, in both posts

1 • January show

Fall–Winter 2026

Familiar face

Skepta, British rapper

Unseen collection

Called a first look

Watch live

Posted show day, live 8 p.m. CET



● louisvuitton and skepta

TIMELESS TEXTILES. **A first look at the Fall-Winter 2026 Show by @pharrell, styled on Skepta. Watch the show live today at 8pm CET on Instagram and at louisvuitton.com**

January 20 · the day of the show

2 • June show

Spring–Summer 2027

Familiar face

Tyriq Withers, actor

Unseen collection

Called a first look

Watch live

Posted day before, live June 23



● louisvuitton and tyriqwithers

Acid Rain Monogram. **A first look at the Spring-Summer 2027 Show by @pharrell, styled on Tyriq Withers. Watch the show live on Tuesday, June 23rd at 9pm CEST on Instagram and on louisvuitton.com**

June 22 · the day before the show

MY STARTING HYPOTHESIS

From noticing the celebrity to watching the show

Each element of the post serves a different purpose. The celebrity brings in an audience that might not otherwise follow the runway show. The first look gives that audience something to care about beyond the celebrity, shifting their attention toward the collection itself.

The livestream invitation then gives that interest somewhere to go, with a specific time to tune in. Together, these elements create a path from **attention to action**: discover the celebrity, become interested in the collection, and potentially watch the show live.



WHAT TO COMPARE

Did these posts coincide with a different pattern of attention before the show?

Three of Pharrell’s men’s runway shows for Louis Vuitton. Same brand, designer, and format. Different promotional approaches.

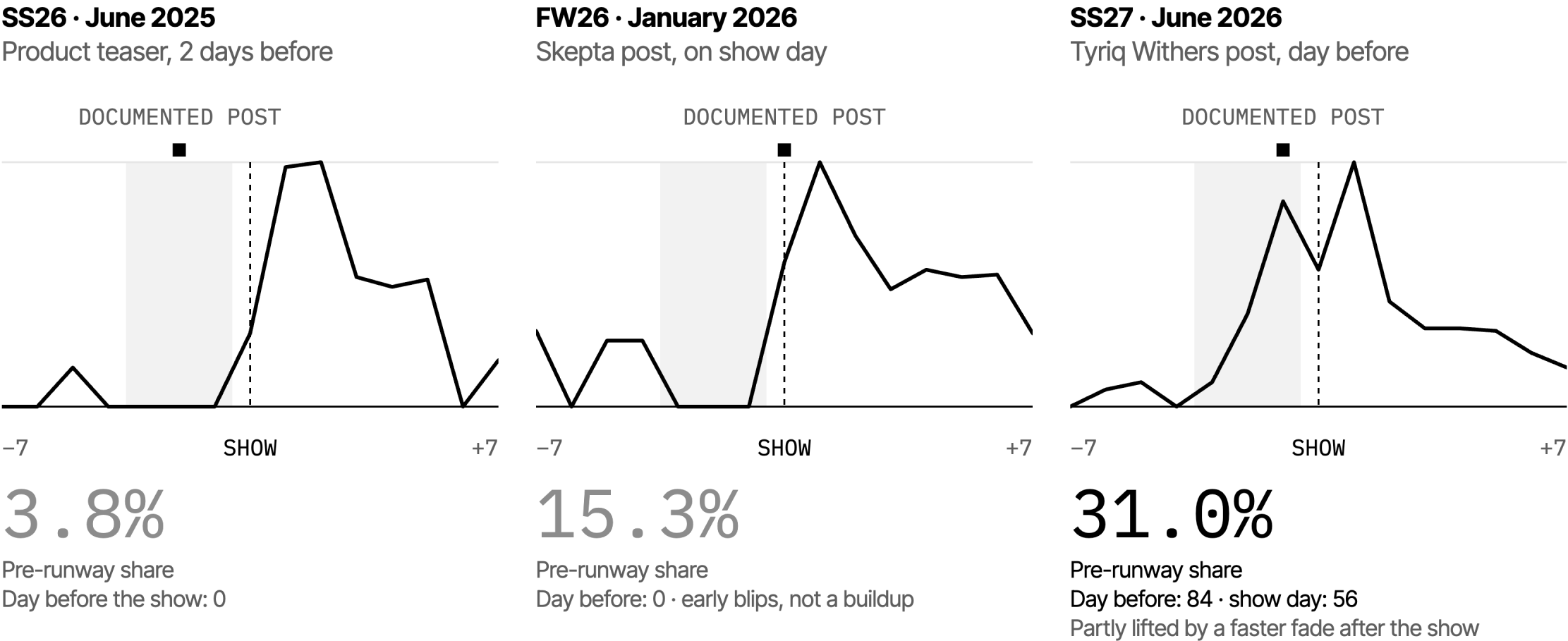
	SS26	FW26	SS27
Shown	June 2025	January 2026	June 2026
Creative director	Pharrell Williams	Pharrell Williams	Pharrell Williams
Format	Paris men's runway show	Paris men's runway show	Paris men's runway show
Documented pre-show post	Product teaser	Talent first look + watch live	Talent first look + watch live
Posted on	Pharrell's account	Louis Vuitton	Louis Vuitton
Timing	2 days before	Show day	Day before

How I measured it

SOURCE	Google Trends, daily search interest
SEARCH TERM	"Louis Vuitton Pharrell" · Worldwide · All categories
WINDOWS	15 days around each show, from 7 days before to 7 days after SS26 · June 17 – July 1, 2025 FW26 · January 13 – 27, 2026 SS27 · June 16 – 30, 2026
THE INDEX	100 = the busiest day within that window. Each window is scaled on its own.
PRE-RUNWAY SHARE	The share of a window's total interest that came before show day. It uses all 15 days, not one.

So I compare when interest builds in each window, not how many people searched.

SS27 showed the strongest buildup of interest before the runway

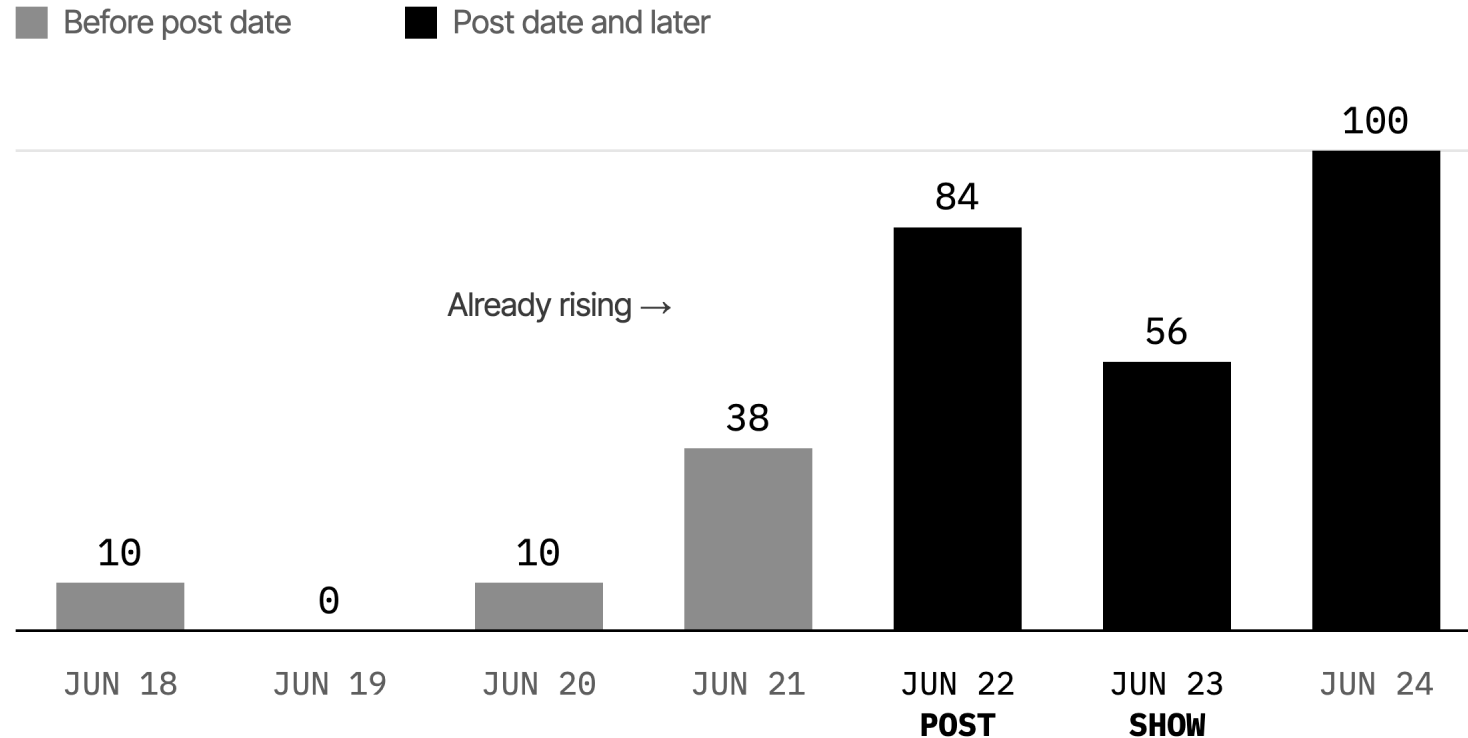


Only one of the three cases can test the idea

CASE	THE POST	3 DAYS BEFORE	WHAT IT CAN TELL US
SS26 · June 2025	Product teaser, 2 days before	0 · 0 · 0	A baseline: no talent post, and no buildup before the show.
FW26 · January 2026	Skepta first look, on show day	0 · 0 · 0	Posted on show day, too late to show up as interest before it.
SS27 · June 2026	Tyriq Withers first look, the day before	10 · 38 · 84	The only case where a talent post went up before the show, and the only one with a buildup.

So I looked at SS27 day by day.

Up close, interest was already rising before the post



Interest went from 10 on June 20 to 38 on June 21, before the Tyriq Withers post existed.

So what role did the post play?

It may not have created the attention. It may have captured attention that was already building and pointed it toward the livestream.

A HYPOTHESIS, NOT A FINDING

What I found, and what I'd measure next

WHAT THE DATA SHOWS

SS27's search interest came earlier, relative to its show, than the two comparisons: 31% of the window's interest arrived before the runway, versus 3.8% and 15.3%.

WHAT COMPLICATED IT

Interest was rising before the talent preview went up, so the post can't explain the whole buildup.

REFINED HYPOTHESIS

A talent-led first look may be most useful for directing attention that already exists toward the livestream, rather than creating it.

WHAT I'D MEASURE NEXT

With access to Louis Vuitton's internal data: livestream visits and engagement in the pre-show window, and whether the post reached people new to the brand.

Limits: these are three observational case studies, not a controlled test. The index shows timing, not audience size.

AN INDEPENDENT PROJECT • PRANEETH KEMISETTI

Thanks for reading.