Color codes for named entities:   
 Person: Red   
 Nationalities or religious or political groups: Green   
 Buildings, airports, highways, bridges, etc.: Blue   
 Companies, agencies, institutions, etc.: Yellow   
 Countries, cities, states: Purple   
 Non-GPE locations, mountain ranges, bodies of water: Cyan   
 Products made by entities: Pink   
 Events: Brown   
 Titles of books, songs, etc.: Dark Gray   
 Laws: Black   
 Languages: White   
 Dates: Cyan   
 Times smaller than a day: Purple   
 Percentage, including ”%“: Light Gray   
 Monetary values, including unit: Dark Gray   
 Measurements, as of weight or distance: Light Blue   
 “first”, “second”, etc.: Light Green   
 Numerals that do not fall under another type: Light Yellow

Nadal and Federer Went Mountain High for a Louis   
Vuitton Ad   
The tennis legends, friends o0 the court, feature in the latest "Core Values" spots.   
Why would you wear a short-sleeve shirt on a snowy mountaintop in the Dolomites   
when the temperature sits at -5 Celsius?   
If you have biceps as impressive and recognizable as Rafael Nadal’s, and if you’re   
posing for a major Louis Vuitton advertising campaign, why wouldn’t you?   
The Spanish tennis legend and his equally revered rival Roger Federer are the faces of   
Vuitton’s latest “Core Values” campaign, signaling the ascent of sports heroes as   
coveted ambassadors for luxury brands — and reinforcing LVMH Moët Hennessy Louis   
Vuitton’s power play as a premium partner of the 2024 Olympic and Paralympic Games   
in Paris.   
“How appropriate is it to come back with two people who incarnated in their careers,   
and nowadays as well, this Olympic spirit of being competitive to death on the ﬁeld, and   
then being able to be friends outside? How important is that nowadays?” Pietro Beccari,   
chairman and chief executive o0icer of Louis Vuitton, asked in an exclusive interview.   
“Their friendship o0 the court is a real one, it’s very rare, and I would say moving and   
very touching. It stands very much for the Olympic spirit we want to present and what   
Vuitton stands for.”   
The campaign, lensed by Annie Leibovitz, broke Saturday in HTSI (the Financial Times   
supplement formerly known as How to Spend It) and T Magazine International, in   
addition to Vuitton’s digital channels. It will also appear in other marquee newspapers   
and magazines, and on billboards worldwide.   
In addition, there will be a short ﬁlm featuring the two tennis deities in conversation,   
both men seated on Vuitton trunks as a snowstorm swirls behind them.   
Beccari, who attended the shoot, couldn’t help but marvel at the sight of the two men,   
each toting a Vuitton backpack in its signature brown Monogram canvas and squinting   
into the horizon.   
It was Leibovitz who requested Nadal show o0 his muscles, he noted. Swiss-born   
Federer, though surely more familiar with low temperatures and high altitudes than his   
hiking companion, opted for a long-sleeve shirt.   
Beccari explained that the 3,000-meter summit served as a visual metaphor for their   
careers — collegial competitors on a shared ascent: Federer logging the then-record-  
setting 20 Grand Slam titles; Nadal earning the King of Clay nickname for his 14 French   
Open wins among his 22 Grand Slams.

A professional soccer player before he started his career in fast-moving consumer   
goods and later luxury, Beccari ﬁnds many parallels between sports and the fashion   
business, both requiring discipline, sacriﬁce, commitment and passion.   
“And then you have to forget that you won last year’s championship, because there is a   
new one starting again,” he said, ﬂashing a big smile.   
Athletes like Federer and Nadal also symbolize optimism, positive energy, excellence,   
precision and a relentless quest to surpass their limits, he said, noting these are also   
important qualities for a brand like Vuitton, the industry’s largest player in fashion and   
leather goods and one of its most active in terms of fashion shows, events, exhibitions   
and media placements.   
   
A driven, audacious and exacting executive, Beccari worked for Reckitt Benckiser,   
Parmalat and Henkel before joining Vuitton in 2006 as director of strategy and marketing   
coordination, eventually becoming executive vice president of communications and   
marketing. It was during this period when he and Antoine Arnault came out with the   
Core Values campaign as a complement to Vuitton’s various fashion campaigns.   
   
Initial ones featured the likes of Pelé, Maradona and Zinedine Zidane playing table   
football; Russian politician Mikhail Gorbachev in the back of a limousine, and Angelina   
Jolie reclining on a wooden boat in a verdant, lakeside landscape in Cambodia’s Siem   
Reap province.   
“I know how many important icons have been part of this campaign, so for me   
personally, being part of it is something that I am very proud of, especially sharing it with   
Roger: He has been my biggest rival and now a close friend today,” Nadal said. “In my   
career, I achieved more than I ever dreamt of, so at the end of the day, the legacy in   
terms of human beings is the most important value.”   
   
Federer also relished the opportunity to appear in a campaign with Nadal.   
   
“How we could be such rivals and then at the end of our careers be beside each other   
doing this campaign has been very cool,” he said. “And where we are here today, I think   
it also embodies everything: at the peak of the mountains. For us it is something   
meaningful and special.”

Vuitton resumed doing “Core Values” campaigns two years ago, depicting soccer rivals   
Lionel Messi and Cristiano Ronaldo squaring o0 at a game of chess just ahead of the   
FIFA World Cup 2022 in Qatar.   
   
Beccari returned to Vuitton in February 2023 at the management helm after stellar   
stints running Fendi in Rome and Dior in Paris.   
   
“I’m particularly attached to this campaign, you can imagine,” he said in the interview.   
“For me, it has been quintessential for the development of the brand in the past. And I   
think when you have occasions like this — bringing together Federer and Nadal — you   
should not miss it.”   
   
The tagline for the campaign reads, “There are journeys that turn into legends.”   
“In sports, there is a notion of progress, of wanting to surpass oneself again and again,   
and not being happy with where you are, always wanting to progress. And I think that’s   
very Louis Vuitton,” Beccari said. “The brand is about travel, but when you arrive at a   
new place, you want to go to another one, you want to discover further, you want to go   
beyond.”   
Asked how “Core Values” ﬁts in among Vuitton’s myriad campaigns dedicated to   
fashion, leather goods, watches, ﬁne jewelry, fragrances and such, Beccari described   
the brand as a “diamond with many facets.”   
   
“To be a luxury brand implies a certain complexity, a multitude of these facets, which   
are sometimes coherent, sometimes not so coherent, but together represent the   
richness and the depth of the brand,” he said. “There will always be many campaigns for   
many categories, because we stand for many things, we don’t sell just products.”   
   
To wit: The Federer-Nadal campaign features the Christopher and Eclipse backpacks,   
but they are not the protagonists. Rather “it’s the values that these two athletes   
incarnate and I think that gives coherence to everything we do.”   
   
Beccari said both athletes came to the shoot with their tennis rackets, incongruous with   
the slopes, but nevertheless captured in private pictures away from the main shoot.

Nadal also brought out his racket while waiting at the airport for his ﬂight, and practiced   
his serves.   
   
In the spirit of what it takes to turn into legend, “he didn’t want to miss a day of training,”   
Beccari said.