# Louis Vuitton’s countryside-inspired menswear debuts as Kunimasa Aoki wins Loewe Craft Prize



This week’s fashion and culture scene is buzzing with new collaborations and collections that are setting a vibrant tone for the summer. Among the standout offerings is Louis Vuitton's latest menswear collection, which marks Pharrell Williams's continued influence as the brand's creative director. Drawing inspiration from the British countryside, the collection elegantly marries preppy aesthetics with outdoor motifs, showcasing a fresh take on classic designs. The collection’s runway presentation at Paris Fashion Week was notable for its grandeur, merging Eastern and Western styles, with cherry blossom motifs and rugged Americana denim featuring prominently. This star-studded event drew numerous celebrity attendees, further testament to Louis Vuitton's broad cultural resonance.

The realm of contemporary art also celebrated notable achievements this week, particularly with the announcement of the Loewe Foundation Craft Prize winner, Kunimasa Aoki. The Japanese sculptor garnered the €50,000 award for his extraordinary terracotta work, "Realm of Living Things," which investigates the interplay of pressure and clay distortion. Aoki's innovative techniques, including the use of compressed clay coils, set his work apart at an exhibition currently showcased at the Thyssen-Bornemisza National Museum in Madrid. This annual prize not only highlights individual artistry but also reinforces the significance of traditional crafts in the modern landscape, with other finalists presenting impressive works spanning various cultural techniques.

On the collaboration front, Diesel and Tom of Finland have teamed up once again to celebrate Pride with a collection that melds fashion and art, showcasing Tom of Finland's iconic homoerotic illustrations. This marks the fourth consecutive year of their collaboration, which is known for its bold aesthetics and inclusive messaging. The capsule features a range of apparel, including hoodies and t-shirts, catering to those looking to express their individuality while embracing the spirit of Pride.

Additionally, Montblanc has launched a new eyewear collection designed to embody elegance and timeless style. Offering classic shapes that remain fashionable yet understated, this collection aims to elevate summer looks while ensuring wearability for various occasions. As people prepare for the sunny months ahead, Montblanc’s offerings appear to be a sought-after choice for those aiming to blend sophistication with practicality.

The music scene also has exciting releases, with Odeal positioning himself as a significant player with his new single "London Summers," following a breakout year. The track is described as the potential anthem of the summer, reflecting the essence of youthful exuberance. Similarly, Lil Yachty's recent collaboration with Chy Cartier promises to deliver an engaging musical experience, embodying Yachty's commitment to supporting emerging talent.

As summer approaches, these innovative collections and collaborations across fashion, art, and music reflect a lively cultural landscape, appealing to varied tastes and encouraging creative expression. This week has undoubtedly set the stage for what promises to be an exciting season ahead.

## Reference Map:

* Paragraph 1 – [[1]](https://culted.com/the-loewe-foundation-craft-prize-winner-louis-vuittons-new-menswear-collection-and-more-good-sht-this-week/), [[4]](https://www.apnews.com/article/8a773779508f53e1948531a221674773)
* Paragraph 2 – [[1]](https://culted.com/the-loewe-foundation-craft-prize-winner-louis-vuittons-new-menswear-collection-and-more-good-sht-this-week/), [[2]](https://elpais.com/estilo/2025-05-30/el-escultor-kunimasa-aoki-gana-el-loewe-craft-prize-2025.html), [[3]](https://www.ft.com/content/8340746d-8803-4be2-b0da-1cbffaac2c4c)
* Paragraph 3 – [[1]](https://culted.com/the-loewe-foundation-craft-prize-winner-louis-vuittons-new-menswear-collection-and-more-good-sht-this-week/), [[5]](https://www.reuters.com/lifestyle/pharrell-williams-teams-with-nigo-vuitton-show-louvre-2025-01-21/)
* Paragraph 4 – [[1]](https://culted.com/the-loewe-foundation-craft-prize-winner-louis-vuittons-new-menswear-collection-and-more-good-sht-this-week/)
* Paragraph 5 – [[1]](https://culted.com/the-loewe-foundation-craft-prize-winner-louis-vuittons-new-menswear-collection-and-more-good-sht-this-week/)
* Paragraph 6 – [[1]](https://culted.com/the-loewe-foundation-craft-prize-winner-louis-vuittons-new-menswear-collection-and-more-good-sht-this-week/)

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## Bibliography

1. <https://culted.com/the-loewe-foundation-craft-prize-winner-louis-vuittons-new-menswear-collection-and-more-good-sht-this-week/> - Please view link - unable to able to access data
2. <https://elpais.com/estilo/2025-05-30/el-escultor-kunimasa-aoki-gana-el-loewe-craft-prize-2025.html> - Kunimasa Aoki, a Japanese sculptor, has been awarded the Loewe Craft Prize 2025 for his terracotta work 'Realm of Living Things 19'. The prestigious €50,000 prize, established by the Loewe Foundation in 2016, recognises excellence and innovation in contemporary craftsmanship. Aoki's piece explores the distortion and cracking of clay under pressure, showcasing his innovative technique of using compressed clay coils. The exhibition of finalists is currently on display at the Thyssen-Bornemisza National Museum in Madrid until June 29, 2025.
3. <https://www.ft.com/content/8340746d-8803-4be2-b0da-1cbffaac2c4c> - The Loewe Foundation Craft Prize 2025 exhibition is currently at Madrid's Thyssen-Bornemisza National Museum, featuring 30 exceptional works from artisans worldwide. The annual award honours traditional crafts and techniques, encouraging innovation and artistic ambition. This year's winner, Japanese artist Kunimasa Aoki, impressed the jury with 'Realm of Living Things 19', a clay sculpture evoking ancient, organic forms. Other notable entries include modernised Chinese bookbinding by Xiaodong Zhang and Aboriginal-inspired weaving by Margaret Rarru Garrawurra. The exhibition runs until June 29, offering a glimpse into evolving artisan practices.
4. <https://www.apnews.com/article/8a773779508f53e1948531a221674773> - At Paris Fashion Week, Louis Vuitton hosted a star-studded event featuring Pharrell Williams' latest menswear collection in collaboration with Nigo of Kenzo. Held at the Louvre's Cour Carrée, the show merged East and West styles, with Japanese and streetwear influences. The collection highlighted cherry blossom motifs, traditional Eastern stitching, and rugged Americana denim. Accessories stood out, with redesigned Speedy bags in Sakura-pink. The event's orchestral runway added grandeur, blending tradition and innovation. Celebrities like Bradley Cooper, Adrien Brody, Travis Scott, and Victor Wembanyama attended, reflecting the brand's wide cultural appeal.
5. <https://www.reuters.com/lifestyle/pharrell-williams-teams-with-nigo-vuitton-show-louvre-2025-01-21/> - Pharrell Williams, Louis Vuitton's men's creative director, collaborated with Japanese designer Nigo for a fall-winter fashion show at the Louvre Museum, opening Paris Fashion Week with streetwear-inspired designs. Models showcased wool suits, bomber jackets, leather bermudas, and coats featuring pastels, autumn tones, and psychedelic logo patterns. Accessories included colourful Speedy bags, charms, pearl embellishments, thick jewellery, and utility pockets in suede. Williams and Nigo have a longstanding partnership, co-founding the label Billionaire Boys Club in 2003. The show was attended by LVMH CEO Bernard Arnault and NBA player Victor Wembanyama.
6. <https://www.reuters.com/lifestyle/pharrell-williams-kicks-off-paris-fashion-week-with-louis-vuitton-show-unesco-2024-06-18/> - Pharrell Williams, Louis Vuitton's men's creative director, inaugurated Paris Fashion Week at the UNESCO headquarters with an outdoor show featuring the Spring-Summer 2025 men's collection. The event showcased travel-themed designs set against a backdrop of a globe sculpture, international flags, and the Eiffel Tower. The collection included tailored suits, bomber jackets, fur coats, and accessories like rhinestone-encrusted sunglasses and airplane-wing brooches. Music for the show was produced by Williams, and an audience of 1,500 attended, along with fans hoping to see celebrity guests such as NBA player Victor Wembanyama, actor Michael Fassbender, and K-pop star Jackson Wang.
7. <https://www.apnews.com/article/fa51263d4f9a58ad6effa33f653d2f54> - During Paris Fashion Week, Louis Vuitton and Stella McCartney showcased their Fall-Winter 2023-24 collections with distinctive and memorable presentations. At Louis Vuitton’s event held in the transformed Musee d'Orsay, designer Nicolas Ghesquiere featured a vintage-inspired tribute to French style. The show’s soundtrack included daily life sounds, and the fashion displayed a sublime yet eclectic mix akin to a glamorous thrift store. Stella McCartney, known for her advocacy of animal rights, presented her collection with a stunning equestrian-themed show inside a manege. Seven horses and a skilled handler added a unique, sensory dimension to the event, emphasizing cruelty-free designs using innovative vegan leather alternatives like MIRUM and AppleSkin. Her collection, inspired by horse jumping regalia, combined sharp tailoring with dynamic masculine and feminine elements.