



Soft Sell

Callum Turner hams it up in a new Louis Vuitton campaign for the LV Buttersoft, a men's sneaker introduced on the fall 2025 runway.

In one image, he puts the shoe to his ear like a shell – or as secret agent Maxwell Smart might when dialing into Control on an episode of the original "Get Smart."

The British actor and Vuitton ambassador donned a pale denim worker jacket and jeans for the campaign shoot, lensed by Rosie Marks.

"It was a family vibe on set. Dua [Lipa] did her Spanish lesson," Turner related, referring to his pop star fiancée. "We all watched Chelsea beat Liverpool on the TV while

we were shooting. A Louis Vuitton shoot is always family style."

It turns out Turner is something of a sneaker head.

"Since I was a kid, sneakers were my thing. I'm a collector of different shapes and styles, colors. I can be pretty adventurous," he told WWD.

The campaign breaks on Monday, the same day the LV Buttersoft is available for preorders, ahead of the July 10 worldwide launch in stores.

Turner, perhaps best known for "Fantastic Beasts" and "The Boys in the Boat," will next be seen in the "Neuromancer" series on Apple TV+ and the

war comedy "Atropia."

While sneaker mania has undoubtedly subsided in recent years, luxury brands continue to put muscle behind key launches.

Vuitton describes the LV Buttersoft as "uniting the comfort of a runner with the quality of a formal shoe in a new versatile form."

The fall 2025 collection, which men's creative director Pharrell Williams designed as part of a seasonal collaboration with his fashion buddy Nigo, offered a mature take on streetwear, with a touch of dandyism.

The Made in Italy LV Buttersoft gets its name from the quality of the leather, the "pillow-y effect" of the design and the rubber sole. It owes a debt

to the leather sneakers first adapted into everyday wardrobes in the '60s – and the styles popularized by the hip-hop community in the 2000s.

The shoe comes in 24 variations, including one in the house's brown monogram, and with a host of details. These include a cameo of Williams on the tongue, a hidden and embossed lobster on the back of the shoe and – on certain styles – hand-painted edges near the laces. – M.S.



Callum Turner in Louis Vuitton's new campaign for the LV Buttersoft Sneaker.

