

EXCLUSIVE: Louis Vuitton and Felix Team on 2025 Silver Lockit Collection for UNICEF

The miniature lock is engraved with a blue heart and the word “dream.”

By Joelle Diderich



PARIS — **Louis Vuitton** has teamed with **K-pop** star Felix for this year’s edition of its Silver Lockit **jewelry** collection, designed to raise funds for UNICEF.

The French luxury house tapped the Stray Kids member, a Vuitton brand **ambassador since 2023**, to help design the line, which features its signature miniature lock engraved with a blue heart and the word “dream.”

“The heart represents love, compassion and empathy,” said Felix, who is also a UNICEF goodwill ambassador for South Korea.

“I wanted the blue in this collection to symbolize that sense of peace and security for the children we are supporting, giving them the freedom to dream of a brighter future,” he said in a Q&A. “It’s a soothing color that evokes feelings of serenity and optimism.”

Made of certified recycled silver, the collection consists of an earring, a bracelet available in either a silver chain or cord version, and a pendant. For the 2025 edition, the cord bracelet and pendant are available in four colors: yellow, blue, pink and black.

The limited-edition line will be available in stores worldwide from July 18, with the exception of the Silver Lockit yellow cord, which is an online exclusive. The brand donates \$100 for every cord bracelet or earring sold, and \$200 for every silver bracelet or pendant.

Vuitton’s partnership with the United Nations agency for children began in 2016, and sales of the Silver Lockit collection have raised \$24 million so far. In 2024, the brand supported UNICEF programs in Madagascar, Guatemala, Haiti and Vietnam.

“It’s inspiring to see Louis Vuitton using its influence to raise awareness and funds for the world’s most vulnerable children. And UNICEF is doing vital work in defending children’s rights and providing them with the support they need,” Felix said.

“Every child deserves the chance to grow up in a safe, healthy and nurturing environment, with access to education, health care and protection,” he added.

Celebrities including Nicole Kidman, Chloë Grace Moretz, Léa Seydoux, Jennifer Connelly and Millie Bobby Brown have supported the **charity** initiative.

