

Jackson Wang Steals the Show at Paris LV Fashion Week with Leather Suit Drip

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LOUIS VUITTON



JACKSON WANG

#LVMENSS27

Hong Kong, Hong Kong S.A.R. Jun 30, 2026 (IssueWire.com) - Jackson Wang made his eighth appearance as a Louis Vuitton brand ambassador at Paris Fashion Week, attending the LV 2027 Spring/Summer Menswear Show. His professionalism and a string of subsequent fashion moves have since gone viral across social media.

This season's LV show blended surf culture with modern travel-gentleman aesthetics. It drew a constellation of Asian stars to Paris, including Zhu Yilong, Gong Jun, Gong Yoo, and j-hope of BTS. Jackson Wang commanded attention in an all-black leather ensemble from the LV 2026 Fall/Winter collection, looking sharp and undeniably striking. However, with temperatures in Paris soaring to 40 degrees Celsius on show day, the heavy winter look left the brand ambassador visibly struggling. "It's too hot," Wang admitted candidly, his expression betraying a hint of discomfort. But Wang soon turned the heat into something that demanded attention. He posted bare-chested photos on social media after removing his jacket on the streets of Paris. The muscular shots sent fans into a frenzy, and netizens flooded comments with "Keep going, we're not complaining" and nicknaming him "heat wave gift".

Even before the LV show's spotlight faded, Wang's fashion influence seamlessly extended to print media. Around the same time as the show, Jackson Wang graced the cover of Harper's Bazaar's July issue in LV's latest seasonal collection. It marked his fifth consecutive year and sixth overall cover collaboration with the magazine. The editorial was themed "Reset Yourself" and boldly abandoned opulent studio backdrops in favor of intimate, everyday settings such as toilets, bicycles, and beds. Among them, a cover image featuring Wang seated on a toilet quickly stormed Chinese social media under the hashtag "toilet cover." It created a striking contrast between his relaxed, carefree posture and the refined texture of LV's new designs and showcased Wang's extraordinary ability to pull off avant-garde creative concepts.

Jackson Wang's collaboration with LV Men's Creative Director Pharrell Williams extends the runway afar. Their co-written original single 'Sex God' previously served as the official soundtrack for the LV 2026 Fall/Winter Menswear Show. This further marked a genuine fusion of music and fashion. During this season's show, Wang sat in the front row with Pharrell, alongside Pharrell, Usher, A\$AP Rocky, and other global superstars. This further solidified his top-tier status in the fashion world through years of consistent cover partnerships. From enduring the 40-degree Paris heat in a leather suit to redefining editorial norms with an unconventional "toilet cover," Jackson Wang has once again proven his irreplaceable fashion influence and multifaceted charm as the ultimate "LV Man." Follow Wang at <https://www.instagram.com/jacksonwang852g7/> to get more updates.





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