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I know that by now everyone has probably seen this wonderful print advert of Muhammed Ali with his grandson, 3-year-old Curtis Muhammad Conway Jnr. I just cannot get over the genius that is this ad and would have loved to have been the photographer (Annie Leibowitz) who captured this wonderful moment. I cannot afford to buy Louis Vuitton products, it is an aspirational brand for me at this point, I always think of the millions of things I could with my R18 000 than to spend it on a handbag, it's just doesn't seem practical but one day when I have R18 000 to spare, I will make a trip to their store in Sandton City proudly to make my purchase. In the meantime I can only admire their products & adverts and this specific one speaks to me.

For me this advert says that Louis Vuitton associates itself with "the greatest" as Ali is fondly dubbed along with his confidence & passion for being the best and boxing. The brand is classic, good quality and has longevity as its product can be passed on from generation to generation. Now I know Ali was meant to be the star of the ad but I believe that Curtis stole that title in this instance due to his cuteness, his confident stance in the picture and those boxing gloves which I would like to believe that at 3 years old, he already idolizes his grandfather.