

ADVERTISING

Lanvin casts model's family in winter ad campaign to highlight heritage

July 22, 2014



Lanvin winter 2014 ad campaign image

By SARAH JONES

French fashion house Lanvin is highlighting its own familial bond with the winter 2014 advertising campaign, which stars model Edie Campbell and her relatives.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

To introduce the campaign, Lanvin filmed a three-minute video of the family members interacting with each other through a stand-alone door. This floating house door acts as a playful metaphor for the maison, which was founded by a woman dedicated to making clothes for her daughter.

"By using Edie Campbell and family as the models, it creates a fun story around the collection and very easily shows that this collection can be enjoyed by many," said Brittany Mills, director of digital marketing services at **Mobiquity**, New York. "It represents the Lanvin icon of mother and daughter in a fresh way."

Ms. Mills is not affiliated with Lanvin, but agreed to comment as an industry expert.

Lanvin was unable to comment directly before press deadline.

It's all relative

Lanvin introduced different still campaign images, shot by Tim Walker, across its social media platforms. For Instagram, Lanvin shared a photo of Ms. Campbell on her horse and two men sitting beside the same animal. These came with the explanation that the campaign is an updated take on the Lanvin logo, which shows founder Jeanne Lanvin with her daughter.



Lanvin logo

On Facebook, the brand focused on group shots of the family, showing multiple generations in dark eveningwear against a white background. These posts included a link to the campaign video on YouTube.



Lanvin winter 2014 ad campaign image

In the beginning of the video, text tells the viewer that they will be seeing "Edie and her family."

Ms. Campbell saunters up to a black door in a frame unattached to anything and rings a doorbell labeled Lanvin. Two relatives open the door and let her in, hugging her in turn.



Video still from Lanvin's winter 2014 campaign

The door opens and closes to reveal various family members, including a young man on a bike and Ms. Campbell and another young woman dancing in fringed outfits.

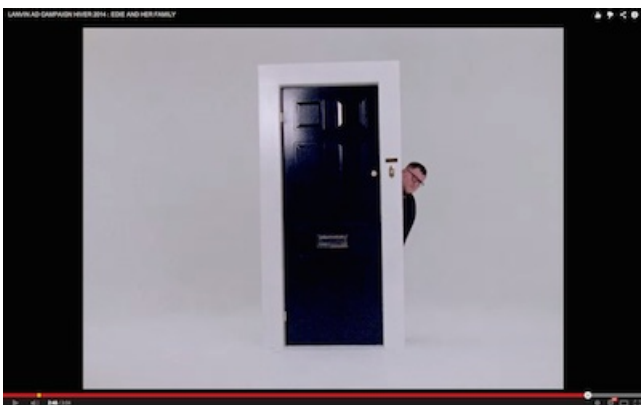


Video still from Lanvin's winter 2014 campaign

Each time the scene changes, the video flickers to show the passing of time.

Further on, family members play soccer and venture out to sporting matches, as well as formal affairs. At one point the horse makes an appearance, failing to hide behind the door.

Toward the end of the video, Lanvin creative director Alber Elbaz makes a cameo, popping his head out from both sides of the door frame before opening the door and making a face at the audience.



Video still from Lanvin's winter 2014 campaign

Selecting a real-life family, from young adults to grandparents, allowed the brand to show its appeal and age appropriateness across generations of consumers.

"I think that he is making a statement that yes, while Lanvin is a luxury brand, the clothes and accessories can be worn for all occasions and the collection is able to match different lifestyles, characteristics and personalities," Ms. Mills said.

"The video is amusing and shows the collection nicely," she said. "It is a great piece of content that will most likely drive aspirational customers into actual owners of Lanvin."

Referencing its ongoing 125th anniversary celebration, Lanvin included a link to its heritage microsite in the information section of the YouTube video.

Lanvin ad campaign winter 2014: Edie and her family

Lanvin added the heritage-focused microsite to its digital presence that will educate consumers about the brand's 125-year history.

Lanvin's microsite organizes content on a timeline, and has been updated weekly during the brand's anniversary campaign to include later events in the house's past ([see story](#)).

Family ties

Other brands have showcased their family love with projects that put consumers at the forefront.

Italian fashion brand Dolce & Gabbana allowed users to submit their own family photos to its Web site to further fan interaction with the brand online.

The #DGFAMILY project created an online photo album of family photos that visitors can view. By creating an interactive, personal digital collage of photos, Dolce & Gabbana likely increased user engagement on its Web site and endeared itself to aspirational consumers ([see story](#)).

Italian leather goods brand Salvatore Ferragamo also highlighted its family ties with a female-focused campaign around its new Fiamma bag.

Ferragamo's campaign, which launched May 7, included video interviews with international mothers and daughters talking about their inherited legacies and "their role in the unfolding creation of the beauty and craft of life." By highlighting how other families keep their heritage alive, Ferragamo was able to also showcase its own legacy ([see story](#)).

This video could have a place outside of social media, and be expanded on in the future.

"Lanvin's video is a great piece of content that can easily be represented via their Web site, social properties and in-store," Ms. Mills said. "I think they might have started a new tradition without even knowing it and I am looking forward to seeing how they expand on this to continue the story."

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York