

INTERNET

Louis Vuitton takes shoes on tour of Paris in social video

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Video still from Louis Vuitton's "Shoes Across Paris"

By STAFF REPORTS

French apparel and accessories house Louis Vuitton is showing off the zipper details in its fall/winter 2014 collection of shoes in a short video.

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In the black-and-white video, designed to look like a book, shoes are shown larger than life against the backdrop of Paris. Louis Vuitton is often thought of first for handbags due to its heritage as a trunkmaker, so this video may help consumers focus on the label's footwear.

On the move

Louis Vuitton shared a link to its video on Facebook and Twitter on Aug. 5, with an image of a model's feet in peep toe booties against what appears to be a miniature Eiffel Tower.



 Louis Vuitton @LouisVuitton · 1h
Follow the #LouisVuitton Fall 2014 Women's Shoe Collection around #Paris on vuitton.ly/1mZQVB
pic.twitter.com/AbndUGBy7Z

Tweet from Louis Vuitton

The click-through brings consumers to the news item on Louis Vuitton's Web site, which explains that filmmaker John Wright used a trompe-l'œil, or a "play on perspective" to show off the shoe collection.

Louis Vuitton also embedded the video on this page. It begins with an image of the Eiffel Tower.

As the camera pans away, it is revealed to be a book cover, which opens and flips through a number of pages of the same booties on a blank background. The same heels are then depicted in front of the Eiffel Tower backdrop, which has moving clouds.



Video still from Louis Vuitton's "Shoes Across Paris"

This pattern continues to show off a pair of ankle boots in front of the Place de la Concorde. Further styles, including brogues, are depicted in front of other landmarks.

At the end of the video, Louis Vuitton shows all of the styles again before shutting the virtual back cover of the book.

Embedded Video: [//www.youtube.com/embed/GijTsIRgWgs](https://www.youtube.com/embed/GijTsIRgWgs)

Louis Vuitton Shoes Across Paris

The article includes a link to shop the collection.

Other brands have looked to book-style videos to add whimsy to their announcements.

For instance, Italian fashion house Fendi geared up for the official opening of its SoHo pop-up store with a social video in the style of a pop-up book.

The merchandise at the pop-up on 122 Greene St. will rotate monthly, with different themes to show off different aspects of Fendi. Bringing consumers into the official opening through social media helped them feel part of the celebration ([see story](#)).

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