

INTERNET

Louis Vuitton highlights individual aesthetics for Iconoclast collection launch

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Promotional image for Louis Vuitton Iconoclasts line

By SARAH JONES

French leather goods maker Louis Vuitton is unveiling the resulting products from its creative partnership with six "Iconoclasts" with a focus on each designer's personal aesthetic.

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To show off the pieces of luggage or handbags created by each artist, Louis Vuitton launched a microsite Sept. 10 that keeps the personalities of each creative front and center along with the merchandise. Highlighting each talent involved in this project rather than focusing on the products themselves will help justify the purchase price and make the collection feel more special.

"Louis Vuitton undoubtedly is amongst one of the top desirable brands," said Ambika Zutshi, CEO of **Fashionbi**, Milan.

"Time to time, it has entered in collaborations with various artists, but this time, the brand went a notch up and invited collaboration from best of the bests from different fields," she said. "This could be a win-win for the brand, as the collection is nothing as seen before,

very unique in its nature and carries a 'stamp' by each of the creative minds, that gives an entirely different definition to its existence.

"This, along with its creative and fun launch campaign is sure to win the brand an edge over its competitions, and gain it a lot of positive sentiments. The buzz around the internet will go twice as high, which ultimately will contribute to an accelerated ROI."

Ms. Zutshi is not affiliated with Louis Vuitton, but agreed to comment as an industry expert.

Louis Vuitton did not respond by press deadline.

Personal touch

In June, Louis Vuitton announced its "The Icon and the Iconoclasts: A Celebration of Monogram," collection, for which a group of six artistic minds were asked to design their take on the brand's iconic monogram. As Louis Vuitton continues its transition to a new creative director, looking back at its heritage will help show the brand's continuity and timelessness ([see story](#)).

For this project, Louis Vuitton chose shoe designer Christian Louboutin, photographer Cindy Sherman, architect Frank Gehry, fashion designer Karl Lagerfeld, industrial designer Marc Newson and fashion designer of Comme des Garçons, Rei Kawakubo.

"The collaborators come from varied fields and specialties, each with a built-in audience of their own," said Kelly Cooper, senior marketing manager for [ShopIgniter](#), Portland, OR. "As such, the collection will attract a mutually diverse audience; a composition of Louis Vuitton brand enthusiasts, collectors looking to expand their inventory, to the many fans of the talented contributors themselves."

When it came time to reveal the finished product of this project, Louis Vuitton alerted its digital audience through social media and its Web site, where it linked to the microsite on the homepage.

Louis Vuitton's "Celebrating Monogram" microsite opens with automatic video clips that play, showing bits of a longer video, which can be viewed.

The video shows off each Iconoclast's work for the brand editorially. For instance, architect Mr. Gehry's curved structured bag appears first in black and white, held up next to a model's face.

Mr. Lagerfeld's trunk is shown standing upright, with a separate duffel hanging like a punching bag while a model boxes.

At the end of the video, consumers are told the collection will be available Oct. 15.

Below the video, consumers can click through a slideshow of images of the collection, allowing consumers to research the products.

For each Iconoclast, the microsite also includes a biography and a note in their words

about their inspirations for their pieces for Louis Vuitton. This statement also talks to who each creative can picture using their bag, providing both an idea of lifestyle associated with the design and adding a level of fantasy.

For instance, Ms. Sherman, a photographer, decided to make her trunk for Louis Vuitton look old, complete with stickers personal to her. She explains that she envisions a Saudi Arabian princess using it.

At the bottom of the page, consumers can click through slideshows of behind-the-scenes images.

"Microsites nowadays are a must for a brand to spread its 'creative campaigns' like fire," Ms. Zutshi said. "The video and the microsite in this case are really well done - pep yet elegant, out-of-control designs, yet together.

"The youthfulness behind the products is beautifully brought forward, putting them 'in practice' in the right contexts," she said. "Through this video, the brand is communicating to a wider audience that although the collection is 'exquisite', it is still your go-to bag of the day."

Creative control

For its first season with new creative director Nicolas Ghesquière, Louis Vuitton is working with a number of other creative partners.

Louis Vuitton reinterpreted the house's codes and visual imagery under the direction of Nicolas Ghesquière for his first advertisement campaign as creative director.

Clothing in the print effort, fittingly titled "Series 1," shows off Mr. Ghesquière's fall/winter 2014-2015 collection. After the departure of former creative director Marc Jacobs, the first to develop ready-to-wear for the leather goods maker, many wondered what approach Mr. Ghesquière would take for both his designs and ad campaigns ([see story](#)).

Louis Vuitton keeps its heritage at the forefront of its marketing efforts, bridging the gap between history and present.

For instance, the brand expanded the reach of its display at watch and jewelry show Baselworld with a social video featuring its fine jewelry collection.

The video promoted the brand's Emprise collection of watches and fine jewelry without showing too many of the physical pieces, instead alluding to the Parisian origins of the line. This video connected the brand's leather goods heritage with its newest jewelry line to connect past with present ([see story](#)).

Louis Vuitton's latest digital and social campaign focuses on the creatives behind the products.

"The video clearly communicates how 'one icon' can be and is interpreted in many different ways," ShoIgniter's Ms. Cooper said. "At the same time, it clearly delineates which products were designed by which contributor.

"The microsite works to further introduce the iconoclasts to the audience, with a bio and glimpse into what inspires them, and through the behind the scenes snapshots, personalizes the contributors and the products they create," she said.

"This collection is new take on a long-standing emblem - the Louis Vuitton monogram. It harnesses the creative prowess of six iconoclasts and repurposes the traditional symbol in new and creative ways.

"Through this collaboration, Louis Vuitton capitalizes on the brand equity of the tried and true and, at the same time, introduces new personalities to create something fresh and exciting."

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/c8q3_29LtHQ](https://www.youtube.com/embed/c8q3_29LtHQ)

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