

INTERNET

Lancel stages meet-cute between woman and handbag

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Lancel Charlie campaign image

By SARAH JONES

French leather goods maker Lancel is using a multimedia narrative about a chance encounter to introduce its latest handbag collection, Charlie.

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Luxury Daily

"Who are you Charlie?" makes parallels between discovering a new handbag and new romantic interest, as it follows a woman through Paris. This playful take on a first encounter will help consumers build up their own desire for the bag.

"Placed in a beautiful Parisian backdrop, the narrative evokes effortlessness that is mirrored by the models' carefree movement through the city," said Amy Gale, associate planning director at [Isobar U.S.](#), New York.

"The story plays with the tension and anticipation of knowing one's true match and it culminates in that match being the Charlie bag," she said. "While the story and the visual treatments are not ground breaking, overall it lends itself well to demonstrate the craftsmanship and design inspiration that go into the collection."

Ms. Gale is not affiliated with Lancel, but agreed to comment as an industry expert.

[Lancel](#), owned by Richemont, did not respond by press deadline.

Falling in love

Before giving consumers the full story, Lancel teased it on Facebook. The five posts, spread out a couple days apart, each include one still from the campaign and text that told part of the tale.



Facebook post from Lancel

Having consumers return to find out the ending likely helped Lancel build interest in the campaign.

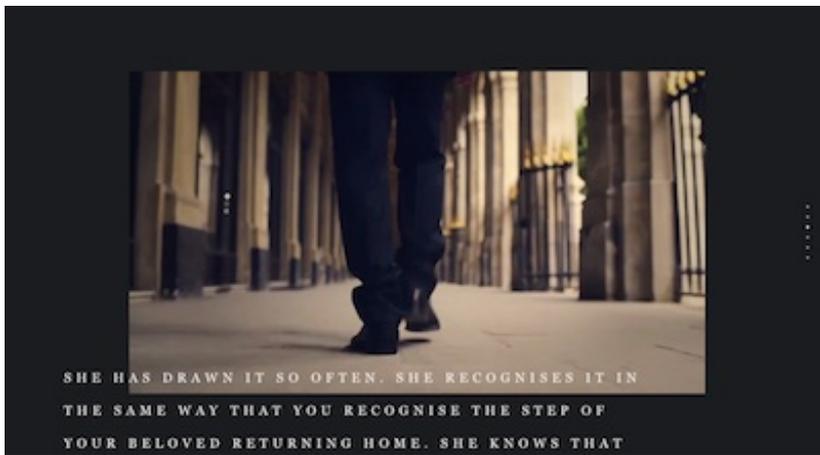
On Sept. 23, Lancel linked to its Web page for the Charlie collection, which has consumers scroll through the story before viewing the handbags themselves.

At the beginning of the tale, the setting is explained, telling consumers the protagonist is at Saint-Germain des Prés, an area in the sixth arrondissement of Paris. Text explains that the woman is very familiar with the neighborhood.



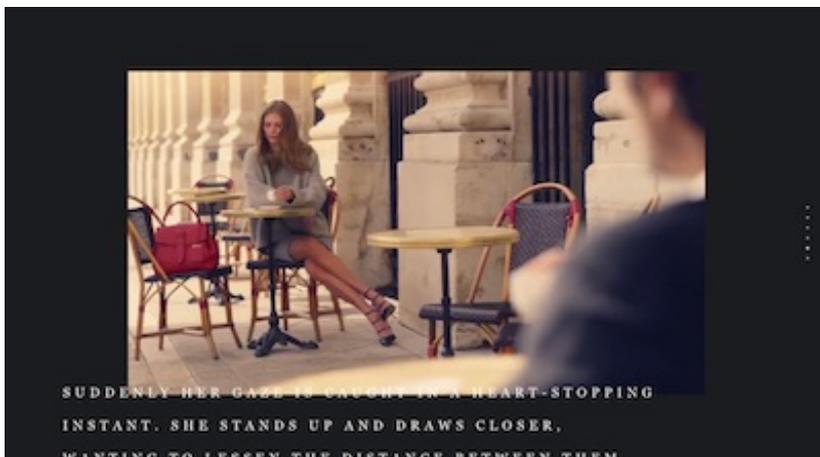
Screenshot of Lancel's "Who are you Charlie?"

As the consumer scrolls, they see repeating footage of a man walking down the street and descending stairs to an unknown destination. Text explains that the lead feels that something will happen today, an inkling put aside so she can get ready.



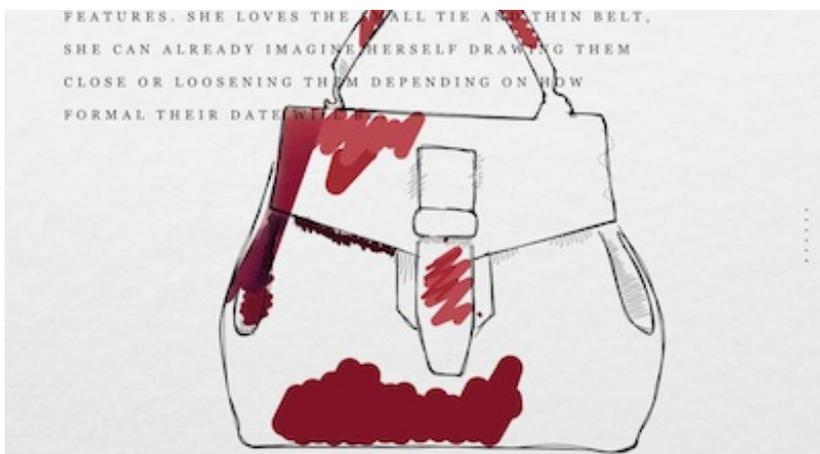
Screenshot of Lancel's "Who are you Charlie?"

Further down the page, the female lead introduced in the teasers is seen for the first time sitting in a café drinking coffee. The story continues that something caught her gaze and she gets up to get closer when someone says a name.



Screenshot of Lancel's "Who are you Charlie?"

Inspired, she then sketches Charlie's "perfect features" in a notebook. As the consumer scrolls, the sketch appears on-screen beside text detailing the "small tie" and "thin belt." The sketch morphs into the handbag, seen in close-up as the woman walks. She looks closer at the bag before deciding it is "the one."



Screenshot of Lancel's "Who are you Charlie?"

At the bottom of the page, consumers can watch the making of the campaign or look at the

collection.

There is no ecommerce on Lancel's Web site, so consumers are given the option to find a boutique in their country.

A companion video was also posted to Facebook, which fills in the video footage left up to the imagination in the Web site version.

Facebook post by Lancel

In 37 seconds, the man and woman have their meeting in a coffee shop. As she gets up and walks past him, he follows.

"The teasers on Facebook were an interesting way to play with the reveal of the collection," Ms. Gale said.

"Less is always more when it comes to using teasers and in this case that remains true," she said. "The teasers had a decline in likes until the product visuals were released.

"Ultimately it's unlikely the teasers did much to generate engagement or interest. However the narrative experience itself is immersive and leads to product pages so I imagine it will do well to drive engagement and interest."

Storytelling

Other brands have used multimedia narratives to highlight the stories that can arise from becoming their customer.

Hilton's Waldorf Astoria Hotels and Resorts enlisted British author Simon van Booy to pen a short story with the hotel as both a setting and a player for its ad campaign that raised awareness about various properties.

The story, titled "The Escape Artist," was set against the backdrop of the Waldorf Astoria's Chicago property, and followed fictional fashion designer Alexandra, played by actress Olga Kurylenko, who travels to the hotel to get inspiration for her latest collection ([see story](#)).

Since handbags are so tied to a woman's personality, presenting the kind of woman who would carry a bag can help consumers picture them in their own lives.

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

Ferragamo's campaign, which launched May 7, includes 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 will be able to also showcase its own legacy ([see story](#)).

This storytelling approach lends itself well to showcasing luxury goods.

"Marketers of luxury collections lean heavily on imagery to evoke an emotional

response," Ms. Gale said. "Lancel takes this a step further using a multimedia narrative format with parallax/scroll techniques to add depth to the brand story they are telling.

"This choice in media allows them to merge their rich content seamlessly through to product features," she said. "The end result is a sleek brand experience that bridges brand storytelling and product features."

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/vizWO8G615Y](https://www.youtube.com/embed/vizWO8G615Y)

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