

INTERNET

Louis Vuitton's Facebook app gets personal

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By RACHEL LAMB

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Luxury Daily

Louis Vuitton is adding an even more personalized touch for users by allowing them to add their own features, colors and initials to the brand's bags through a Facebook application.

Facebook fans can go to the brand's page and click on the "Mon Monogram" tab toward the right of the screen. Consumers are then taken to a page where they can personalize Louis Vuitton bags with stripes, colors and initials.

"Social media is about building a relationship with customers and prospects," said Jamie Turner, Atlanta-based chief content officer at The 60 Second Marketer and co-author of *How to Make Money with Social Media*.

"By allowing customers to connect with Louis Vuitton via social media, and providing a way for them to customize their purchase, the brand has created a bond with customers

that will be very difficult for competitors to interfere with,” he said.

Mr. Turner is not affiliated with Louis Vuitton and agreed to comment as a third-party expert.

Mon Monogram

Facebook is becoming one of the most popular places for luxury brands to market themselves and interact with consumers.

“Social marketing provides consumers that exclusive peak behind the velvet rope,” said Melissa Lentz, managing partner and senior vice president of account and strategy services at Mr. Youth, New York. “A Facebook strategy spurs not only existing customer loyalty but also amplifies the luxury brand’s aspirational qualities in an interactive realm.”

When brand consumers go to the Louis Vuitton Facebook page, they can see the “Mon Monogram” tab at the top of the screen.

Users can click on it and are sent to a different page, where they can read a short message about the history of Louis Vuitton and the importance of the brand’s heritage.

Users can pick three iconic Louis Vuitton luggage pieces to personalize.



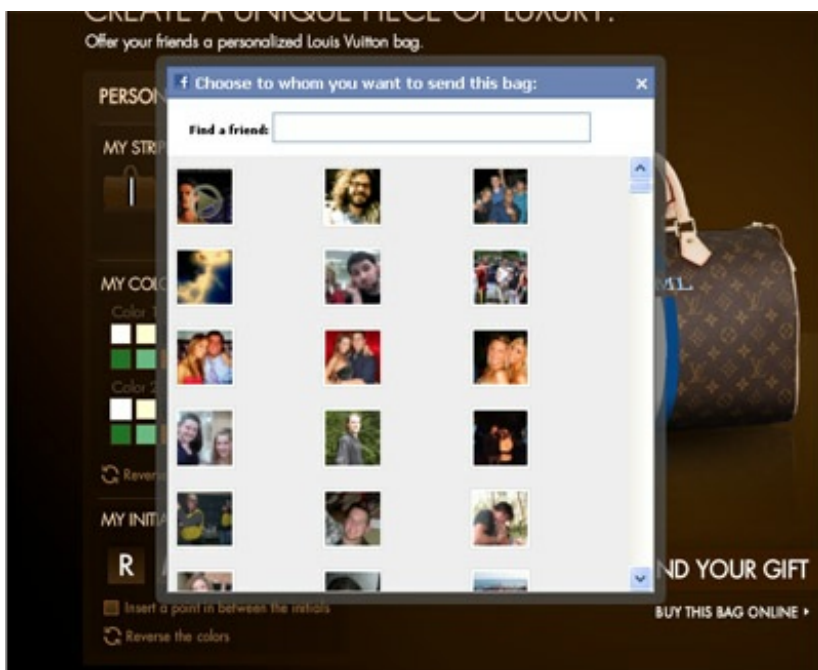
Users can choose from three LV luggage pieces

After entering the application, users are brought to a page where they can choose the direction of a stripe, the stripe’s colors and also have the option of monogramming the bag.



Screen grab from the Facebook site

When the bag is personalized, users can send it to friends or family members on Facebook. Consumers can save their bags and invite friends to join.



Send your personalized Louis Vuitton bag to a friend

Consumers also have the option of buying the bag on the Louis Vuitton site, where they can make any changes to it, print it out, add it to their shopping cart or wish list, get product information and locate a retailer.

“There’s nothing more iconic than Louis Vuitton’s monogram in the luxury space,” Ms. Lentz said. “By inviting consumers to co-create and share a personalized product alongside the brand, Louis Vuitton weaves the consumer into a chapter of its design brand heritage.

"It is a provocative statement, and a compelling reason to add another bag to the closet, or

start saving,” she said.

Using a multichannel approach

Brands find the most success when implementing a multichannel marketing strategy.

Many feel that a combination of mobile, social media, online and print interaction not only engages consumers in specific ways depending on the platform, but also increases the chances that the consumer will notice them.

Louis Vuitton already has a mobile application ([see story](#)), an interactive and engaging Web site and constantly updated social media outlets.

“The key is to provide multiple outlets,” BKV’s Mr. Turner said. “It is important for companies to let customers choose how and when they interact with the brands.

“Because of that, brands should be in multiple places — Facebook, YouTube, Twitter, LinkedIn, Blogs, etc,” he said. “By being in multiple places, you’re giving your customer the opportunity to choose how and when they want to interact with you.

“Having a presence in multiple social media channels is like fishing with multiple hooks — the more hooks you have, the more fish you catch.”

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Final take

Demo of Louis Vuitton's Mon Monogram feature