

INTERNET

Louis Vuitton extends Iconoclast campaign with videos

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Karl Lagerfeld's collection for Louis Vuitton

By NANCY BUCKLEY

French leather goods maker Louis Vuitton is expanding its “The Icon and the Iconoclasts: A Celebration of Monogram” collection through dedicated videos about each “Iconoclast.”

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Luxury Daily

The new creative stories section of the microsite enlisted six photographers to showcase each talent of the campaign through videos and photographs of the “Iconoclasts.” As the release day creeps closer, Louis Vuitton is continually capturing consumer attention by gradually adding new features.

“There are two benefits Louis Vuitton garners from extending the Iconoclast Collection site content over time,” said Amy Gale, associate planning director at [Isobar US](#). “Firstly, they are able to phase the storytelling about their ‘icons’ effectively and avoid what could have been disparate content. The site launch inspired audiences about the ambition behind the iconoclast collection as a whole.

“The later addition of Creative Stories builds on this foundation with deeper storytelling into the individual contributors,” she said. “The combined effect clearly positions

the Louis Vuitton collection first and foremost and then builds out what the individuals brought to the collection by their chosen icons.

“The second benefit Louis Vuitton has with a staged approach to releasing content is keeping it ‘fresh’. New content maintains interest and conversation through the collections launch period. This will be valuable to driving the commercial success of the collection.”

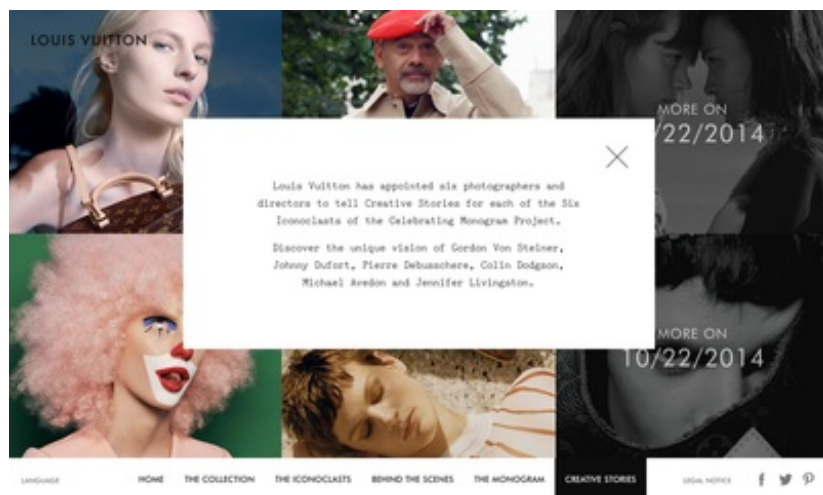
Ms. Gale is not affiliated with Louis Vuitton, but agreed to comment as an industry expert.

Louis Vuitton was unable to comment by press deadline.

Delving deeper

In June, Louis Vuitton announced “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](#)).

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 ([see story](#)).



Photographers on microsite

Six photographers were given the opportunity to create a unique vision of the six talents of the monogram campaign. Gordon von Steiner, Johnny Dufort, Pierre Debusschere, Colin Dodgson, Michael Avedon and Jennifer Livingston will compose videos and photographs of the six Iconoclasts.

“The use of photographers and videographers adds an incredible quality and depth to the online content Louis Vuitton have created,” Ms. Gale said.

“Their attention to detail and their individual creative approach serves to perpetuate the uniqueness and treatments between each of the artists,” she said. “It was an effective

move that reinforces the individuality behind the collection.”

Each photographer narrowed on a single talent and their luggage and handbags for the collection and created a short film. Mr. von Steiner created Christian Louboutin’s video, for example, and features Mr. Louboutin walking around Paris with the shopping trolley he designed.



Christian Louboutin in Paris

Mr. Louboutin is seen crossing paths with a model who is wearing the same Louboutin-red beret and as the designer and carrying his shopping trolley as well.

Other videos are similar by focusing on the different Iconoclasts and their design from the monogram collection. Four of the videos have been released on the microsite and the other two are scheduled to be released soon.

Outside sources

Creating social videos with outside sources surrounding a brand can bring attention from other sources to the campaign.

For example, British department store Harrods is hosting an exclusive look at four of Britain’s top designers with an “Inside The Studio” series set to launch in mid-October.

The behind-the-scenes series will allow consumers to gain a glimpse of the design studios of four fashion talents. Harrods will open its digital doors to consumers and social media followers and welcome interested guests into the British fashion world through this film series ([see story](#)).

Videos that embody other sources to augment the brand create a space for brands, like Louis Vuitton, to enhance campaigns and collections.

“The Creative Stories videos add a new depth and dimension to the collection for consumers,” Ms. Gale said. “They tap into the icons and what really makes them leaders in their fields allowing consumers to get closer to the creative minds - be it their process, their work, style or inspiration.

“Each video feels distinctly unique as a reflection of the ‘icon’ and allows consumers to experience the Louis Vuitton product in a range of scenarios,” she said. “As a collective

set, the videos continue to show the strength, attitude and diversity of the iconoclast collection and reinforce Louis Vuitton's positioning as a whole.”

Final Take

Nancy Buckley, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/a1EdUdqbmWU](https://www.youtube.com/embed/a1EdUdqbmWU)

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