

MULTICHANNEL

## Yves Delorme fetes 170-year heritage through linen road trip

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*Yves Delorme Linen Road Airstream*

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By SARAH JONES

French linen maker Yves Delorme is sharing its passion for textiles with consumers through a summer-long branded road trip through 24 European cities.

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**Luxury Daily**

"La Route de Linge," or The Linen Road, commemorates the brand's 170<sup>th</sup> anniversary, as its Airstream caravan visits the manufacturers, studios, corporate offices and boutiques integral to its brand operations. This road trip celebrates the brand's heritage, while also delving into the textile industry's storied past, traversing the same roads frequented by those with an uncompromising view on quality.

"Yves Delorme is seeking to share our passion for linens lasting over six generations, since 1845," said Lee Dufour, vice president of marketing and communications at **Yves Delorme**, Dallas. "In 2015, the Linen Road is the echo of the Silk Road, of dreamers of far-away lands, of adventurers in search for excellence and who, ages ago, wandered along these roads in search of the ultimate fabrics.

"It is also the joyous memory of these pioneers of our brand who ventured westward and who discovered a unique market in which to offer a new vision of the French luxury

lifestyle," she said. "It is also those who journeyed towards the Oriental lands of the rising sun towards new cultures to establish the brand in local markets, eager for French luxury products.

"The Linen Road is, in sum, the desire to share our passion for beautiful linens, our savoir-faire and our Yves Delorme spirit, since 1845. Symbolically, the Road represents a thread, the basis of the woven textile, meandering across our history and also nourishing our brand."

Feeling is believing

For this journey, Yves Delorme decked out an Airstream with cream pillows and linens. While at stops, the vehicle's side can be propped up, creating an open and inviting display.



*Yves Delorme decorated Airstream*

Yves Delorme kicked off its tour on July 17 with a celebration of the caravan's departure with its employees.

The first stop was at Rihour Place in Lille, France, on July 17 where one of the brand's boutiques is situated. Other stops so far have included Duke of York Square in London and Milsom Place in Bath, England.



*Yves Delorme store*

At Duke of York Square, consumers could take part in afternoon tea complete with patisserie, while visitors in Bath received personalized marshmallows designed to look like the brand's bedding.



*Yves Delorme branded marshmallows*

"It is interesting to note that in all of the destinations of the airstream, the brand ambassadors are Yves Delorme employees, families and children of employees, in order to vehicle the family-oriented heritage and corporate culture," Ms. Dufour said. "The airstream is a place of exchange and education about the brand, about our fabrics and textiles in general.

"We offer an on-site experience with textiles in a white cotton cocoon feeling design, complete with ambassadors dressed in white cotton serving champagne, and several types of cottons to touch and explore," she said. "We aimed at creating a climate of luxury and conviviality in which to learn more about our story.

"Clients can then visit a nearby Yves Delorme boutique to discover the products and receive VIP shopping services from our boutique staff."

At each location, consumers can snap a photo of their face as a flower in a cutout of an Yves Delorme textile and share it to Facebook to enter to win a linen set.

Yves Delorme Linen retweeted



Duke of York Square @DOYSQ · Jul 20

Be a @YvesDelormeUK flower and post your photo on Facebook for a chance to win a beautiful linen set. #thelinenroad



### *Tweet from Duke of York Square*

The tour bus installation itself has inspired organic social postings, as passersby ogle the van. This has also spurred questions and conversation with staff, giving the brand an opportunity to interact with those outside its typical consumer base and spread awareness.

Yves Delorme is also using digital media to promote the tour and involve brand fans in the whole celebration.

Consumers can follow the road trip regardless of their location through a microsite. Here, they can view a map of all locations and read about the places the tour has already stopped.

Each location profiled includes places to see and details of where to find Yves Delorme within the city.

Before setting off, Yves Delorme took consumers inside its factories in Haubourdin and Belmont in northern France. A four-minute video showcases the varied skills of the two facilities, one of which specializes in finishing linens and the other which is centered on robes and towels.



### *Yves Delorme factory worker*

Another feature explores the history of the group since its founding in 1845, including its choice to serve consumers directly through brand-operated stores, of which it has 450 today. Additional editorial covers the inspiration behind textiles.

The Linen Road will continue through Sept. 11-12, when the bus arrives at Paris' Bon Marché. Before the end of the journey, it will visit vacation destinations Cannes and Saint-Tropez.

Yves Delorme's microsite can be viewed [here](#).

### On the road

Road trips enable brands to have more face time with consumers, uniting them around one thematic journey.

In 2014, LVMH-owned Veuve Clicquot sent a branded truck around the United States and encouraged individuals to send hand-written letters to friends and family.

The signature yellow truck honored Madame Clicquot, the woman who helped create the brand, and her letter writing style behind the business. The truck traveled the U.S., bringing awareness to the brand and the unique packaging style the brand has adopted ([see story](#)).

Veuve Clicquot is again touring the U.S. this summer.

This can also provide an opportunity to reach aspirational consumers, giving them a memorable taste of the brand that may make them more apt to invest in the future.

Four Seasons Hotels & Resorts is taking its culinary skills to the road with a food truck that will tour three states and cover 1,000 miles beginning Sept. 16.

The FS Taste Truck will feature different Four Seasons chefs working together or against one another and the cuisine will vary depending on location. The informal nature of food trucks may allow the brand to entice consumers who may not have considered traveling to a Four Seasons property beforehand ([see story](#)).

Digital has enabled Yves Delorme to include a global audience in its celebrations, making

this effort stretch beyond the physical bus and events.

"While we did not emulate the precise experience of the airstream in other markets outside Europe, we feel very important to connect our global markets to the adventure and showcase our story on our mini-site," Ms. Dufour said. "This creates a more contemporary buzz around the brand and enables us to share images of our host-cities and solicit feedback from our global followers.

"The trans-Atlantic translation of the Linen Road consists of creating call-to-action events and social-based sweepstakes in the fall with the launch of our Fall-Winter 2015 line in stores and with a gala celebration at the French Cultural Services at the French Embassy, Payne Whitney Mansion, New York."

### **Final Take**

*Sarah Jones, staff reporter on Luxury Daily, New York*

Embedded Video: <https://www.youtube.com/embed/6p-GVmSp5No>

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