

INTERNET

Louis Vuitton reveals inner techie to launch personal collection

December 14, 2015



Video still from LV&Me

By FORREST CARDAMENIS

French apparel and accessories brand Louis Vuitton is inviting consumers to get a little closer with its new fashion jewelry collection.

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The "LV & Me" video shows off the brand's newest collection of alphabetical jewelry in a quirky and interactive manner with the help of a sassy android. The personal connection provided by alphabetical products, combined with the lower price points of the items, can help build a connection between Louis Vuitton and aspirational consumers.

"It appears that Louis Vuitton created the direction of their new video in an attempt to speak and engage with millennials since years of research has indicated this group will be the dominant luxury consumer within a few years as boomers age out," said Romey Louangvilay, chief curator and director of digital marketing at [Curate Directive](#), New York. "The video is fun, quirky, and makes several references to contemporary society in the descriptions of each letter as well as its use of robotic figures, which should help the brand break through the clutter of noise that millennials see now.

"While the video is quirky, several of Louis Vuitton's brand values are present," he said. "It still provides a luxury feeling and while each description of the letter is a reference to pop culture lingo, the way the video shows off the design and brings attention to the craftsmanship is what most consumers will recognize as part of this brand."

P stands for personal

The LV & Me collection features brass earrings, necklaces and bracelets finished with gold in each letter of the alphabet, with an additional engraving or other inclusion of the "LV" initials in each item. The products have lower price points than many of Louis Vuitton's more recognizable products; earrings retail for \$225, the bracelets for \$365 and necklaces for \$480.

To help sell the collection, Louis Vuitton welcomes viewers to the collection with a video. In it, a robot walks the viewer through its personal alphabet letter by letter, saying things like "'A' stands for anything,'" "'C' stands for claustrophobia,'" and even "'G' stands for getting divorced.'" The video shows the robot flying, dancing, talking on the phone and blowing kisses as it shows off the lettered jewelry that makes up the collection.

Louis Vuitton presents LV and Me Jewellery Collection

Just below the option on Louis Vuitton's Web site to watch a full video, the user can select to watch a cut of the video edited to spell out a number of words. Those words are: "love," "glamour," "Paris," "vogue," "boys" and "LV&Me," as the ampersand (&), octothorpe (#) and arroba (@) are also available in the collection.

To further amplify the personal touch, users can input their name and create another video.

"The video cuts are choppy but overall, it adds a sense of customization for the user," Mr. Louangvilay said. "Louis Vuitton has always been about a custom luxury experience for the customer, and the video gives users that, therefore serving as an extension of the brand. In addition, having the ability to be part or join a story adds a cool factor for digital campaigns in the user's eyes."

Louis Vuitton, like many other high-end brands, often monograms its products to personalize and make something unique that can be sold to other people. Doing so strengthens the bond between consumer and brand by helping the former stand out as individual rather than as just another consumer.



LV&Me "L" jewelry

This, along with the brand's profile, makes it an especially desirable brand. LV&Me jewelry can provide the same feeling of uniqueness as monogrammed goods, so the lower-priced pieces can help initiate a lasting relationship for aspirational consumers who may eventually graduate to more expensive and monogrammed goods.

Aspirational consumers often skew young, and the quirky tone and technology-influence of the video may hold particular appeal to those shoppers.

N stands for new

Other fashion labels have also looked to less expensive personal jewelry to lure in consumers.

For example, in July French fashion label Chlo let consumers make its handbags her own with a new collection of alphabet charms.

Chlo introduced the line, available only in a select number of boutiques, via an email campaign and social media, spelling out the ways in which consumers can use the charms to express themselves. Compared to other types of customization that require a professional, such as embossing, this leaves the task to consumers themselves, opening up endless possibilities for creativity and reconfiguring ([see story](#)).



Louis Vuitton Keepall Bandouliere

Although present mostly on the peripherals so far, other recent undertakings show that Louis Vuitton is keenly aware of the influence technology could soon exert over luxury as a whole.

Recently, the brand sought to alter luxury's relationship with the technology world through an industry-first hackathon. Held on September 25, "Unlocking the Future of Luxury" brought together 58 developers, who were asked to work in teams for 48 hours to create an application that would enable the brand to better understand its consumers and where the luxury industry is headed. Seeking this outside input and expertise may help Louis Vuitton innovate within its company, as well as give data engineers an inside look at the company ([see story](#)).

"[The video] is definitely targeting the older, affluent segment of millennials who are now coming into the stage in their life where they can afford these types of purchases," Mr. Louangvilay said. "The lingo, the tone, and the overall direction speaks to this consumer subset.

"The gift makes it a good fit for the brand since it allows for customization and accessorizing for the end user," he said. "It gives the power to the customer in how they style it and which pieces to get."

Final Take

Forrest Cardamenis, editorial assistant on Luxury Daily, New York

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