

ADVERTISING

## Louis Vuitton gets twisted in Alicia Vikander-fronted handbag effort

March 16, 2016



*Alicia Vikander for Louis Vuitton*

By STAFF REPORTS

French leather goods maker Louis Vuitton is doing the twist with actress Alicia Vikander to promote its latest handbag design.

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The Twist handbag gets its name due to the metal "LV" clasp that keeps the wearer's belongings secure by twisting the "L" to align with the "V," allowing the purse to be opened or closed. Hoping that its Twist handbag will become the next It bag, Louis Vuitton has smartly chosen Ms. Vikander as the spokesmodel just as the actress' career is taking off.

Do the twist

To introduce the Twist handbag and its logo clasp, Louis Vuitton included Chubby Checker's "The Twist," a song from 1960 that has stood the test of time due to the popularity of the associated dance move.

In the video short, Ms. Vikander is shown in single, double and triple frames showing off her best twist moves. Wearing a single outfit within each frame, the handbags become the focal point of the effort.

Louis Vuitton showcases different types of leathers and colors to show viewers the options available for the Twist. Ms. Vikander also takes time to demonstrate how the L fits within the V of Louis Vuitton's logo clasp to open and close the bag.

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**The Twist from Louis Vuitton featuring Alicia Vikander** Introducing The Twist from Louis Vuitton, featuring Alicia Vikander. See more on <http://vuitton.lv/1YUYBIe>

Posted by **Louis Vuitton** on Tuesday, March 15, 2016

On its Web site, Louis Vuitton features a series of still images showing Ms. Vikander with different Twist bags. Consumers can zoom in on the images to view details and product numbers for later purchases at a Louis Vuitton boutique or authorized retailer.

Louis Vuitton's Twist handbag retails for \$3,550.

This is the second occasion that the award winner has worked with Louis Vuitton on a campaign.

Louis Vuitton hit the desert highway on a quest for "freedom and adventure" in its cruise 2016 campaign. The latest "Spirit of Travel" effort saw actresses Michelle Williams and Ms. Vikander traveling separately and as a pair to a joint destination described in the first vignette as being a destiny rather than a location ([see story](#)).

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