

INTERNET

## Christian Louboutin puts all eyes on It bag with paparazzi following

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*Christian Louboutin Elose Mania*

By SARAH JONES

French footwear and accessories label Christian Louboutin is inventing its own celebrity to launch its latest handbag.

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"Elose Mania" depicts a studded tote as paparazzi fodder, as cameras and fans chase after the extroverted bag hoping for a glimpse at its life. By personifying the bag in this manner, Christian Louboutin is able to craft a narrative about its backstory that goes beyond a product description.

"Louboutin has committed to anthropomorphizing the new Elose bag line," said Marko Muellner, senior vice president digital at [Edelman](#), Portland. "A bold yet surreal approach, the bag as an adored celebrity is a fresh attempt at stirring aspiration.

"As adoring fans who have been invited to the reveal claw at the doors to get an intimate view, Eloise hovers high above the ground, taunting," he said. "In a more private moment, she sits among mirrors, imagining her remarkable feminine beauty.

"As luxury marketing goes, it's fanciful and evocative, and while the themes of paparazzi, reflections and cameras would seem to suggest, we never see Eloise herself in any interesting or provocative poses. She is flat and lacks dimension."

[Christian Louboutin](#) was unable to comment directly before press deadline.

Star accessory

Elose was designed to be a "glamorous and charismatic" companion to its popular Paloma handbag.

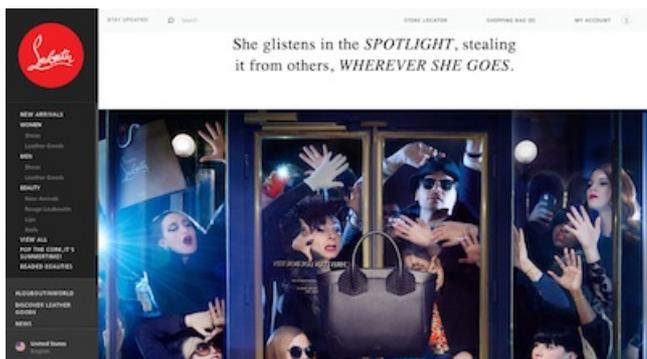


*Campaign image from Eloise Mania*

Fittingly, the launch campaign for the style plays off its charm and chic lifestyle of Eloise. A consumer-facing email from the brand shows a GIF of the handbag being swarmed by a series of mirrors.

On the click-through, consumers are invited to explore the handbag through a series of text and photos. At the top of the page, the brand writes, "Eloise is an intoxicating paradox; like a great actress, she belongs at once to all eras and yet none."

Along with an image of a crowd gathering around the handbag, snapping pictures and pressing their faces against the glass of the door to a Louboutin boutique to get a better view.



*Landing page for Eloise Mania*

A video introduces Eloise from the perspective of a male narrator, Christian Louboutin himself, who shows his closeness to the bag, as he calls her, "My little Eloise." Eloise is shown sitting in front of a microphone in a studio.

In another scene, the handbag's Instagram account is shown on a cell phone screen. As her follower count rises, the phone overheats and shatters in a manicured hand.

As adoring fans gather around Eloise, Mr. Louboutin says, "Eloise was born in the limelight. She loves herself, she always has, and it's a very good thing."

### *Eloise Mania*

Repurposing the film for Instagram, the brand splits sections of the campaign film into separate posts. These include different narrations, giving further insight into Eloise.

For instance, one clip shares Eloise's long history with mirrors, with the narrator saying that she is beautiful. Christian Louboutin has dedicated its Instagram bio link to the campaign, sending consumers to its Web site to discover more content.

"The bags embody an idealized and somewhat dated image of the sophisticated woman, vain and craving the attention of an adoring public," Mr. Muellner said. "In a world of selfies, internet fame and oversharing, the motif feels a bit quaint. Yet the spike-covered iPhone tuned to Instagram returns us nicely to reality."

### Bag of the moment

Other brands have introduced intended It bags with the help of real-life It girls.

Italian fashion label Versace is inspiring lust for its Palazzo Empire bag with a sultry campaign video.

Starring in-demand models Rosie Huntington Whiteley, Bella Hadid and Stella Maxwell, the short film depicts a seduction between handbag and heroine. The manner in which each It girl interacts with the bag is meant to portray the bag's varied strengths ([see story](#)).

Female consumers in the United States spent approximately \$11.5 billion on handbags in 2015, according to a new report by The NPD Group and Stylitics.

The product category itself grew 5 percent in 2015 compared to the year prior, driven mainly by the discretionary spending power of the baby boomer generation. Handbag purchases made by millennials, ages 18- to 34-years old, however, only increased by 2 percent due to the shopping behavior the demographic exhibits, favoring a more considered buy rather than impulse or purchasing based on brand stature ([see story](#)).

"The Eloise line is beautiful, elegant and distinctly Louboutin," Mr. Muellner said. "The mix of soft lines, earthy fine leather and macho spikes give them the right amount of accessibility and risk.

"While the launch creative is bold, consistent across channels and clearly positions the product as hero, there are a few missed opportunities in my opinion," he said. "It take many clicks and an adventurous heart to final explore the product from multiple angles and in multiple colors. I would have liked to have had a more integrated product experience as well.

"Lastly, while the core campaign creative was published to all social channels, the Web site and email, the strength of each channel was not used to enrich the story. Consistency is important, but today, our key audiences expect different types of content and engagement across touch points."

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