

APPAREL AND ACCESSORIES

Goyard details its extensive craftsmanship history with online video

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Goyard's video story of the timber raftsmen

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Leather goods maker Goyard is putting its rich history on display with a documentary film describing the founder's family backstory before leather, when hard work and craftsmanship were still valued.

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Goyard is a house whose rich history dates back to the 1800s when it was founded by its namesake, Francois Goyard. The leather brand is hoping to capitalize on its long-standing past with France through its recent documentary video that tells the story of the Goyard family's previous trade of timber, which required an equal amount of craftsmanship and diligence.

"A true luxury brand with a deep rooted heritage that goes back to the 18th century and holds its position in the upper tier luxury market after three centuries can always benefit in sharing its story and the origin that makes it special," said Rony Zeidan, president and creative director at **RO NY**. "Understanding the meaning of timber and the handwork and craftsmanship that goes behind the making of the Goyard trunks sheds light on its purpose of existence."

Brand history

As the brand is one of the oldest leather goods and luggage manufacturers, dating Louis Vuitton by one year, Goyard values its history and hopes to connect with consumers through this. Goyard's video describes to viewers the trade of timber rafting, which is how Paris was able to stay warm through the winter.

Prior to establishing a leather goods brand, the Goyard family was made of hardworking timber raftsmen responsible for transporting a copious number of wood to Paris. Due to lack of technology, transporters used the river to move the lumber in two different ways: creating a large raft and sending smaller loose pieces down the river.



Still from Goyard's video showing the timber raft

Raftsmen would transport the timber by banding it all together in a massive raft that would travel to Paris from the town of Clamecy through the River Seine. The wood would sit in a building known as the theater for a year to dry out and then be used as firewood for the upcoming winter.

Goyard's video

Goyard designs are largely based on the family's history with timber, such as its affinity with wood, seals on luggage to identify individual owners and its iconic pattern meant to represent interlocked logs on the river.

Narrated entirely in French with English subtitles, the video depicts this rich history through reenactments interspersed with footage of Goyard manufacturing.



Goyard's clips of luggage manufacturing

Docuseries

Goyard is one of many classic labels bringing its history to light in modern ways with online video.

Dior recently launched a similar feature Dior Stories, a new online video series that taps into the history of the fashion house to help solidify an emotional connection to consumers. The first video detailed the story of how its founding designer Christian Dior transformed fashion after World War II, in a time when women were looking to reclaim their femininity ([see more](#)).

Also, French atelier Chanel walked viewers through the history of the brand's relationship to the camellia flower from the perspective of the flower itself for its latest Inside Chanel video installment.

The fashion label has a long-term relationship with the beautiful scentless flower, and is painting a beautiful picture of its history for its more recent film. Inside Chanel details a variety of historic moments and chronicles Chanel's past, supporting a stronger relationship with fans ([see more](#)).

While Goyard's look into history is interesting and brings heart to the manufacturer, it misses the boat. With so many competitors in the space, Goyard's video lacks the luster that its contemporaries have and misses out on its potential.

"We have seen videos from Gucci, Louis Vuitton, Chopard and several luxury brands that tell the story behind the details and craftsmanship in a very elevated visual presentation," Mr. Zeidan said. "The Goyard story as rich as it is in history and extensive explanation of the bargages of water trains that traveled to Paris and ensure the ongoing life cycle for three centuries, lacks of the magnificence of a luxury image and a premium feel."

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