

APPAREL AND ACCESSORIES

## Loewe ties together multichannel efforts in floral how-to

February 16, 2017



*Loewe's Madrid flower shop*

By JEN KING

Spanish leather goods house Loewe has created a guide to floral styling to demonstrate how expert craft can take many shapes.

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In a series of three videos, Loewe shows its community how to design floral arrangements with texture, volume and bursts of color by using a wide range of flowers and greens. Similar to a traditional craftsmanship effort, displaying the skill and expertise needed will likely resonate with consumers to bring forth appreciation.

"Loewe's is many categories in many countries and many languages; but one brand DNA," said Chris Ramey, president of Affluent Insights, Miami. "Every touch point matches and amplifies another touchpoint.

"Symbolism underscores luxury," he said. "It's not in your face; rather it's in your heart. Everything matches something before it; it's the network of emotion.

"Luxury is symbolic and symbiotic. This is the monologue essential to all relationships."

Mr. Ramey is not affiliated with Loewe, but agreed to comment as an industry expert. [Loewe](#) was reached for comment.

Bringing inspiration to life

Loewe's video content ties together its spring/summer and fall/winter 2017 advertising campaigns and the opening of a floral shop at Casa Loewe, the brand's flagship in Madrid.

Both the campaigns and shop were inspired by the British educator, author and floral designer Constance Spry's work.

Photographed by Steven Meisel, the advertising efforts include still life imagery of floral arrangements inspired by Mr. Spry's creations. The campaigns also include Loewe pieces designed by creative director Jonathan Anderson.

To ensure campaign visibility, Loewe placed both its spring/summer and fall/winter 2017 efforts on the green newsstand kiosks that dot Paris' streets ([see story](#)).



*Loewe spring/summer 2017 as seen in Paris*

Loewe's floral shop found at 4 Goya in Madrid. The storefront, under the creative direction of Mr. Anderson, is open Monday through Saturday, noon to 8:30 p.m.

At the shop, consumers can select cream-colored porcelain vases and a wide selection of fresh cut flowers to create their own floral arrangements.

As for Loewe's related video content, the three episodes are 46-second each and show a florist laying out tools and different combinations of flowers next to a vase on a white tabletop. For the majority of the films, only the florist's hands are shown as he places the flowers with a few shots panning out to show a fuller view of the arrangement.

When Loewe shares videos of its craftsmanship, such as the creation of a leather handbag, the content is styled and filmed in the same style. Doing so links the expertise and dedication involved with both crafts.

Text between vignettes tells viewers when the Loewe flower shop is open and gives tips on how to arrange flowers properly. For example, in the "Loewe Flores: Texture" video text tells that "contrast is key. The more opposites you have, the more exciting the arrangement."

#### *Loewe Flores: Texture*

Floral fun

In the fragrance sector, the use of floral notes in perfumes have led to hands-on efforts that connect consumers with raw ingredients.

For example, British perfumer Floris London took a hands-on approach for the unveiling of its handmade eau de parfum with an in-store workshop.

For the 2015 launch of the Petals from my Garden scent, Floris London invited consumers to its boutique in London's Belgravia neighborhood for a flower arranging workshop with the renowned Judith Blacklock Flower School ([see story](#)).

As for Loewe, the brand recently redesigned its multi-faceted fragrance as Loewe 001 under Mr. Anderson's creative vision for the house.

For the packaging, Mr. Anderson chose photography by Karl Blossfeldt, wrapping the boxes with black-and-white images of plants. Mr. Blossfeldt's work was also incorporated into Loewe's spring/summer 2016 collection as prints ([see story](#)).

"Continuity drives loyalty," Mr. Ramey said. "You can't be all things to all people; particularly in the luxury segment.

"Clients are only loyal to those brands loyal to their own personal values," he said. "Any behavior outside, or not consistent with their brand DNA is unfathomable to a luxury marketer."

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