

APPAREL AND ACCESSORIES

Louis Vuitton teases fall/winter 2017 with striking 3D video rendering

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Louis Vuitton's Six Girls campaign video still

By DANNY PARISI

French apparel and accessories brand Louis Vuitton is building hype following its fall/winter 2017 fashion show with the release of a new video short that features heavily stylized 3D digital sculptures of the new collection's key looks.

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Louis Vuitton's "Six Girls" video combines striking imagery with a modern-retro style, providing a visually arresting recap of the upcoming show. This short appeals to the brand's popularity among high-art lovers and establishes the tone for its colder months collection.

"I think this is a very clever campaign in that it takes all of the key national conversations from business, technology and popular culture and combines it into one," said [Shirley Romig](#), lead at SapientRazorfish Global Retail Strategy, Boston. "This message highlights artificial intelligence, which is a core topic in technology and business right now along with the notion of gender fluidity, which the imagery hints at."

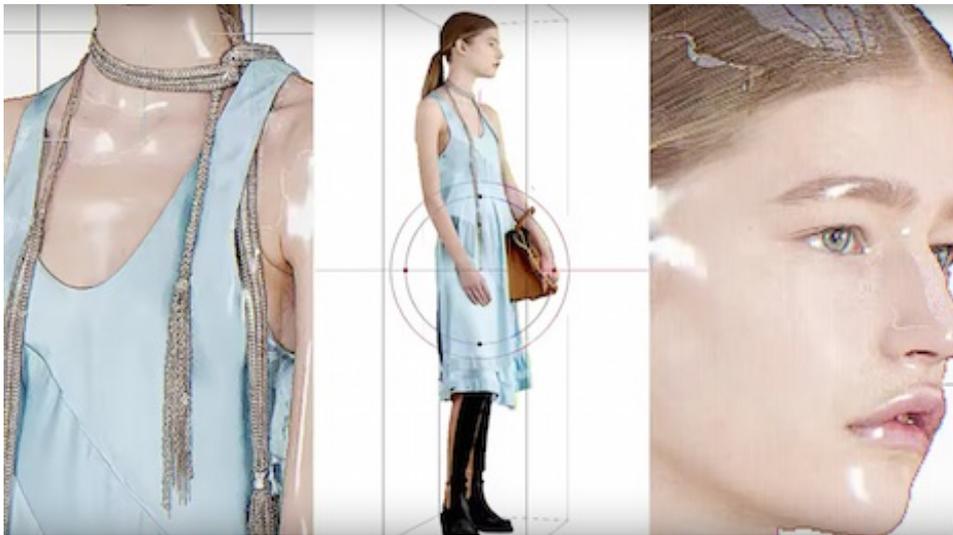
"I think it puts Louis Vuitton squarely in the center of the issues we are facing today," she said. "And as a brand, their goal is to stay relevant, and I believe this was a clever and respectful way to do so."

Ms. Romig is not affiliated with **Louis Vuitton**, but agreed to comment as an industry expert. **Louis Vuitton** was reached for comment.

3D models

Louis Vuitton's latest video campaign takes a retro approach to the standard film accompaniments to a fashion show.

Rather than simply showcasing some of the looks from the collection, Louis Vuitton recruited director Yoann Lemoine to make six pixelated, glitchy 3D renderings of six models wearing six different looks from Louis Vuitton's fall/winter 2017 collection.



A closeup of one of the renderings

The renderings were created based on hundreds of photos of the models wearing the looks. These photos were then used to create 3D renderings.

Mr. Lemoine's camera moves all around the models as they rotate and are displayed in a pixelated manner, all set to a synthetic choral piece composed by Woodkid.

The imagery is striking, with the models displayed inside wireframe boxes and merging into each other in unnatural ways.

Altogether, the video sets a stark yet bold summary of the show, creating a unique identity for the collection.

Six girls

While other fashion houses may be seeking to make their collections more accessible to the average consumer, high-fashion has always thrived on the separation and boldness of its marketing campaigns and products.

Louis Vuitton is no different, taking something as straightforward as a short film and turning it into something striking and original through the use of bold, even somewhat unsettling, 3D renderings.

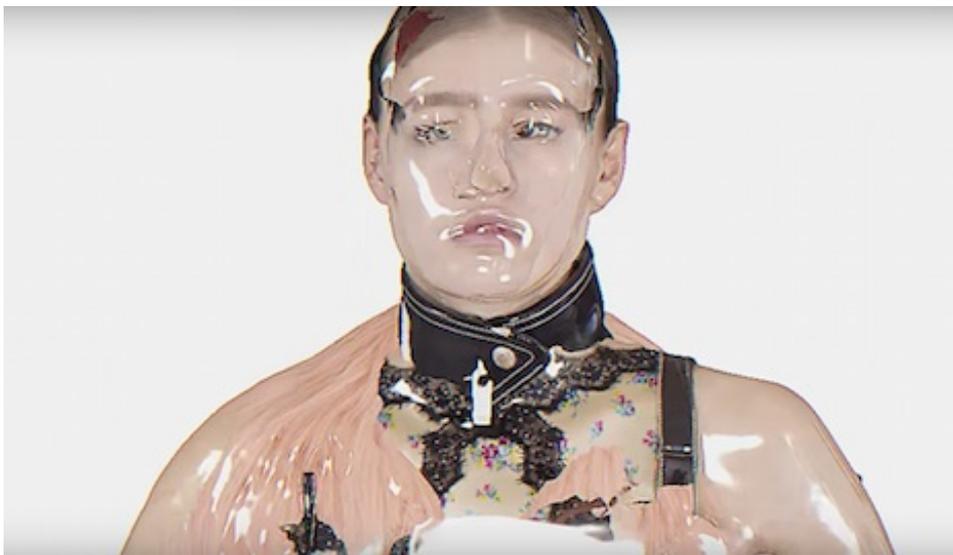
The video is already causing a reaction online, with some commenters expressing confusion at the strange display. But for every comment expressing discomfort, there are more extolling the exotic and striking campaign design.

Embedded Video: <https://www.youtube.com/embed/yQNnOLzGuss>

Louis Vuitton's Six Girls, fall/winter 2017

But for all this campaign's high-concept appeal, Louis Vuitton is also committing to more accessible campaigns, thanks to a recent partnership with streetwear brand Supreme.

In less than two decades, Louis Vuitton has gone from taking legal action against Supreme for allegedly using a pattern that resembled its logo to designing a menswear collection alongside the label. For Louis Vuitton, this collection offers an opportunity to tap into a new audience ([see story](#)).



The renderings all merged together

So while the Supreme partnership appeals to new consumers, Six Girls can be seen as a continuation of the brand's traditional commitment to high-concept, fine art-inspired branding.

"I think this video highlights relevance of fashion as an expression of our current mental state," SapientRazorfish's Ms. Romig said. "The issues that this video Louis Vuitton hints at are the core conversations of their customers and brand admirers either care about or have a point of view on.

"As a result, customers will be interested in checking out the collection, and hopefully feel emotionally connected to the product and buy it," she said.

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