

APPAREL AND ACCESSORIES

Louis Vuitton teams with Jeff Koons for imagined gifting “world”

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Image from Louis Vuitton's holiday 2017 effort. Image credit: Louis Vuitton

By STAFF REPORTS

French fashion label Louis Vuitton is bringing its collaboration with Jeff Koons into the holiday season, taking inspiration from the artist for a playful campaign.

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Consumers can discover the brand's "World of Wondrous Gifts" through a short film, ecommerce edit and store window displays featuring Mr. Koon's interpretations of the brand's monogram. The holidays are often a time for brand collaborations, as marketers bring in other voices to help themselves create a feeling of magic.

Artful approach

Louis Vuitton has previously worked with Mr. Koons on two retail collections inspired by the artist's "Gazing Ball" series that reinterprets master works from painters such as Da Vinci and Monet ([see story](#)).

Now, the apparel brand is again working with the artist to bring an artistic touch to gifting.

Mr. Koons created his versions of the symbols in Louis Vuitton's monogram, such as the flowers and its initials. These symbols are depicted as metallic balloons, similarly to Mr. Koons' "Balloon Dog."

In a short film, these symbols appear alongside gift ideas such as wallets and the brand's Rose de Vents fragrance. Much like a pinball machine, these symbols ricochet off products or cause others to spin.

Louis Vuitton gifting campaign

The Mr. Koons collaboration extends to Louis Vuitton's store windows, with installations by the artist.

Artistic collaborations are a natural fit for the holidays, allowing brands to deliver on a magical, inventive theme.

Italian fashion house Gucci is making digital a main focus of its holiday promotions, with efforts ranging from interactive content to a Web site takeover.

Giving consumers numerous ways to discover its gift ideas, Gucci is launching peer-to-peer communications, out of home displays and scannable store windows. While many consumers have moved their research online, the

physical marketing and retail environments still hold sway over shoppers, making Gucci's crosschannel approach a strategic move ([see story](#)).

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