

WATCHES AND JEWELRY

## Louis Vuitton explores curiosity, timelessness in Horizon campaign

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*Justin Theroux wears the Tambour Horizon Connected Watch. Image credit: Louis Vuitton*

By SARAH RAMIREZ

French fashion label Louis Vuitton is appealing to adventurers with a far-reaching campaign for its refreshed luxury smartwatch.

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Louis Vuitton has often turned to travel-themed efforts to share its leather goods, apparel, jewelry and accessories, leaning on the house code. Its smartwatches are another way for the brand to reach younger affluents by balancing heritage with technology.

"There are a few reasons luxury brands are investing in smartwatches, even for brands that aren't traditional watchmakers," said Donnie Pacheco, founder of [Donnie P. Consulting](#), Seattle. "Younger consumers may not understand the craftsmanship of a luxury timepiece, so this gives brands a way to speak to customers that may not be in the market for their timepieces.

"The campaign skews young and looks to connect the watch to exploring and discovering," he said. "In other words, it looks to connect the product to the desire to have experiences something millennials prefer over simply acquiring more things."

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

Horizon seekers

Originally launched in 2017, the Tambour Horizon is Louis Vuitton's connected watch offering, which combines personalization, fashion and technology together in one design.

Louis Vuitton's initial campaign focused on travel and adventure seeking, since the watch itself is built to be a companion to travelers. For instance, a feature within the watch allows users to view recommendations in big cities from Louis Vuitton without having to leave the connected watch screen ([see story](#)).

*Louis Vuitton's new campaign for its updated luxury smartwatch. Image credit: Louis Vuitton*

The new Tambour Horizon campaign features Justin Theroux, Urassaya Sperbund, Liu Haoran and Liya Kebede. Actress Sophie Turner also appears and narrates the film.

"Here and now, I live to move," Ms. Turner says, as she approaches a circular sculpture in an open field. "I trace my path to the beat of the horizon.

"We move in orbit, in the landscape of time," she continues.

As the actress narrates, the other actors and models appear in various settings wearing their Horizon Tambour smartwatches. Mr. Theroux puts on leather gloves as he prepares to ride a motorcycle in the desert, and Ms. Sperbund rehearses on stage in a dark theater.

Throughout the "Are You An Explorer?" film, circular motifs reflect the smartwatch's classic round shape.

For instance, Mr. Haoran examines a stunning architectural site featuring arches and an open dome, and the camera also lingers on the wheels of Mr. Theroux's motorcycle. There are aerial views of the watch's logo on a city roof and Mr. Theroux riding in circles before the film fades to black.



*Liya Kebede for Louis Vuitton. Image credit: Louis Vuitton*

Powered by Google's Wear OS, the second generation Tambour Horizon also includes a "My Travel" itinerary watch face function, a calendar application, a fitness app, an air quality monitor and LV City Guides.

There are several watch faces available, including a "V" logo and an LV monogram. Watches can be further personalized with different materials and strap colors.

Louis Vuitton has also released a new set of wireless earbuds dubbed Horizon Earphones. The earphones connect to devices via Bluetooth and are designed to seamlessly integrate with the Tambour Horizon smartwatch.

#### Travel time

Luxury brands have been using technology to help their timepieces meet the demands of affluent travelers.

Swiss watchmaker Longines is also embracing technology to make its traditional analog watches more adaptable to the needs of frequent travelers.

The new Conquest V.H.P. GMT Flash Setting allows wearers to change time zones either manually or with a smartphone, making it an appealing choice for affluent travelers who spend long amounts of time traveling but still prefer more traditional timepieces. Longines is marketing to globetrotters in particular since the timepiece is a stylish accessory for those who are constantly changing time zones ([see story](#)).

Fashion label Michael Kors reintroduced its classic Runway watch model as a smartwatch, showing the increased mingling of fashion and technology.

While the original Michael Kors Runway watch was an analog device, the model now returns as a digital smartwatch equipped with a number of new tools. The watch is powered by Wear by Google and offers heart rate tracking, NFC payments, GPS and a built-in Google Assistant ([see story](#)).

"Technology is a way to speak to a new customer and to drive new interest and traffic to the brand," Mr. Pacheco said.

"By adding technology to the product, it creates a new category and allows brands to offer prices that would not make sense or possibly even degrade the brand," he said. "This is of interest for brands that aren't traditional

watchmakers because it give them another entry point to the brand beyond fragrance and traditional accessories."

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