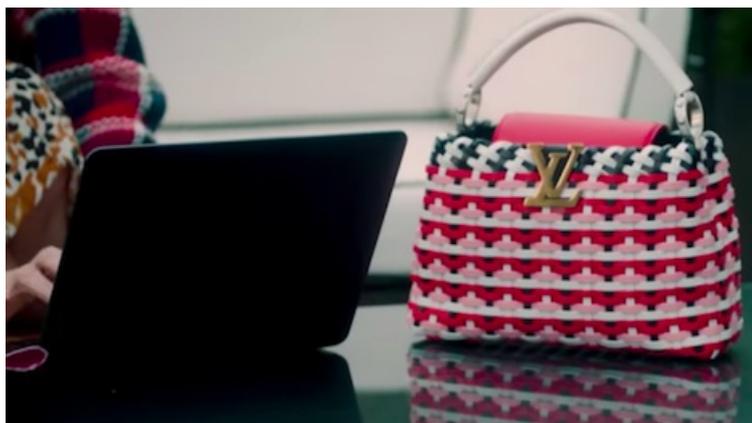


APPAREL AND ACCESSORIES

Louis Vuitton links with Moda Operandi cofounder on film

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Louis Vuitton has tapped Lauren Santo Domingo for a short film. Image credit: Louis Vuitton

By STAFF REPORTS

French fashion label Louis Vuitton is showing how its Capucines handbag collection can take consumers from day to night through a short featuring Lauren Santo Domingo.

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Ms. Santo Domingo is the cofounder and chief brand officer of Moda Operandi, and the film highlights her entrepreneurial workdays filled with meetings, decisions and events. As an influential fashion figure with 266,000 Instagram followers, Ms. Santo Domingo's seal of approval may help to boost the appeal of the bags.

Morning to evening

Louis Vuitton's film is featured on IGTV and YouTube.

The short opens as Ms. Santo Domingo is seen opening a laptop at 7:24 a.m. while seated on a balcony. As she types, a multicolored Capucines bag sits next to her computer.

At 8:34, the executive is out the door in a different look to "commute in style." A different handbag swings from her hand as she walks and hails a cab.

Next on the agenda is lunch, as Ms. Santo Domingo is seen making a plethora of decisions. Yet another Capucines in red follows her to a meeting where she needs to "make an impression."

Other scenes show her in her office making notes or lounging at home with a furry friend.

Finally, showing the range in the collection, Ms. Santo Domingo heads out to an evening event with a sparkly handbag in tow.

Louis Vuitton and Lauren Santo Domingo teamed on a film around the Capucines

Many of Louis Vuitton's recent handbag efforts have starred celebrities, including Alicia Vikander ([see story](#)) and Emma Stone ([see story](#)). By branching out and tapping Ms. Santo Domingo for social media content, Louis Vuitton is making a relatable yet still aspirational push for its leather goods.

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