

APPAREL AND ACCESSORIES

## Loewe takes to YouTube to showcase Ibiza inspiration

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*Jonathan Anderson, left, spends his summers on Ibiza. Image credit: Loewe*

By SARAH RAMIREZ

Spanish apparel and accessories house Loewe is sharing a more personal side of its creative director through a short film set in Ibiza.

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Loewe creative director Jonathan Anderson guided journalist Derek Blasberg through a tour of the Spanish island, discussing how Ibiza has shaped his life and career. Mr. Anderson is the latest designer to leverage YouTube vlogs for personality-driven content, as creative directors increasingly become the public faces for the brands they oversee.

"Some designers understand that the way to gain a following in today's digital world is not a forceful push of product placement; the public needs to be won with a reason to wear a designer," said Marci Troutman, CEO of [SiteMinis](#), Atlanta.

"Loewe's video is unique in that, while it's featuring a brand, it does the featuring so subtly while letting the viewers feel like they just toured Ibiza, Spain, that the viewers don't realize the product placement," she said. "Hidden gems in small towns in Spain are indeed a reason to share a video and possibly create a viral component."

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

### Tour of Ibiza

Since Mr. Anderson has spent summers in Ibiza since childhood, he is an ideal tour guide for Mr. Blasberg, who is repeatedly described as an "Ibiza virgin" in the video.

Loewe's film begins with the pair meeting for a round of cocktails and conversation. Scenes alternate between their conversation and their journey around the White Isle.

*Loewe creative director Jonathan gives a tour to Derek Blasberg, head of fashion and beauty partnerships at YouTube*

First, the British-born designer brings Mr. Blasberg to Vicente Ganesha, a vintage shop he has been frequenting since he was young. There, they meet with shop owner Vicente Hernandez Zaragoza and discuss Ibiza's recent history.

Mr. Anderson explains that the vintage shop is one place that he goes to find inspiration.

Next, the men visit the Museu d'Art Contemporani di Evissa, which is at the site of a former fort overlooking Ibiza. The museum has also been home to a Loewe pop-up store for four straight summers.

The Loewe pop-up includes apparel from the label's collaboration with Ibiza boutique Paula's. The collection from the two brands was also featured at a temporary outpost at department store Le Bon March in Paris earlier this summer ([see story](#)).

Mr. Anderson and Mr. Blasberg also visit Ibiza Food Studio, a farm-to-table restaurant, and learn how the island's climate affects locally-grown ingredients. The final stop is a brief beach detour at the north end of Ibiza.

"You have influences from India to America to Europe, and I think there's something [valuable] in that kind of an open-minded [environment]," Mr. Anderson says of Ibiza.

#### YouTube personalities

Other luxury designers and fashion celebrities have taken to YouTube to share more of their personality or experiences.

Supermodel Naomi Campbell has a popular YouTube page, Being Naomi, in which she chronicles everything from her makeup routine and trips to Whole Foods to how she prepares for flights. According to *Vogue Business*, Mr. Blasberg encouraged Ms. Campbell to launch her successful channel.

Recently, American designer Marc Jacobs shared his own vlog, in which he learns how to drive in a Home Depot parking lot. After learning the basics, Mr. Jacobs visits a Porsche dealership to buy his first car, letting consumers in on a piece of his personal life.

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

Ms. Santo Domingo is the cofounder and chief brand officer of Moda Operandi, and the film highlighted her entrepreneurial workdays filled with meetings, decisions and events ([see story](#)).

French fashion house Jean Paul Gaultier also aired a Web series documenting the designer's parties, photo shoots and sightseeing. The nine episodes of "JPG Loves Latin America" followed Mr. Gaultier's travels to Brazil, Mexico and Argentina ([see story](#)).

"These videos are able to balance authenticity with luxury and exclusivity because of the way they are bringing something new to their viewers," Ms. Troutman said. "Brands with this type of marketing via social media could find a win in their product mix among millennials, centennials and the well-traveled."