



YouTube celebrities.

Louis Vuitton has been using a new form of influencer relationship to cater to a younger generation, as experiential leanings become more important to brands.

Ms. Kloss was the special guest at Louis Vuitton's runway show during Paris Fashion Week, alongside 17-year old YouTube influencer Emma Chamberlain. The label is extending its relationships with the influencers through a series of content following the show, in the hopes of catering to millennials as well as Gen Z consumers ([see story](#)).

Comedy duo The Dolan Twins similarly took on men's Paris Fashion Week in a 20-minute film that plays more like a reality television episode. The cameras follow as the Gen Z brothers take in their first fashion show, including jumping in a bouncy house and the at-show experience.

#### *LVTV intro*

LVTV also follows as celebrities such as Emma Stone and Sophie Turner get ready for red carpet events such as the Met Gala and the Oscars. Actress Madelaine Petsch also does an ASMR video featuring the brand's accessories.

The behind-the-scenes content extends to Louis Vuitton's own workshops and history with documentaries by Loc Prigent.

In a film published at the launch of LVTV, Mr. Prigent visits Fiesso d'Artico in Italy to see how the brand's shoes are made.

The journalist tries his hand at aspects of production, including sewing and packaging. Along the way, he talks to a number of employees ranging from junior staff to experienced artisans that have been working in the field for numerous years.

Aside from showcasing friends of the house and the brand's savoir-faire, LVTV will also feature travel and campaign content.

#### Content production

Taking branded content beyond traditional advertising or promotional videos provides an opportunity to engage and connect with consumers on a deeper level.

As brands require more video content to reach consumers, a number of companies have made an investment, creating in-house studios. During the "Brands Building Studios: The How, the Why, the ROI" panel discussion at ad:tech New York 2016, speakers shared their own experiences of using video to inspire consumers ([see story](#)).

Unlike social media networks Facebook and Twitter, YouTube is used more for entertainment than informational purposes.

Generation Z in particular has shown a strong affinity for YouTube. These consumers use the platform to discover new television, music and influencers ([see story](#)).

Responding to consumer curiosity about the inner workings of brands and the people behind them, other labels have turned to YouTube for documentary- or reality-style content.

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

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 ([see story](#)).

"YouTube is really all about makers and compared to more traditional social networks like Facebook, Instagram and Twitter," Modern Majesty's Mr. Logan said. "Content on YouTube is shared more outside the platform than within it, which is great for a lot of reasons. Additionally it's one of the few platforms fully devoted to video."