

MARKETING

## Louis Vuitton asks "What is Savoir-Faire" in first episode of new Art of Craftsmanship series

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*How Louis Vuitton zips it up with attention to detail: Still from new "What is Savoir-Faire: The Art of Craftsman" video series. Image credit: Louis Vuitton*

By MICKEY ALAM KHAN

Louis Vuitton, the crown jewel in the LVMH empire known for its leather goods, bags and accessories, has introduced a new series on craftsmanship that emphasizes its three key pillars: quality, creativity and innovation.

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A new LV TV video running one minute and 45 seconds entitled "What is Savoir-Faire: The Art of Craftsmanship" explores how, at Louis Vuitton, "savoir-faire is more than uncompromising quality and breakthrough creativity it is 160 years of relentless innovation."

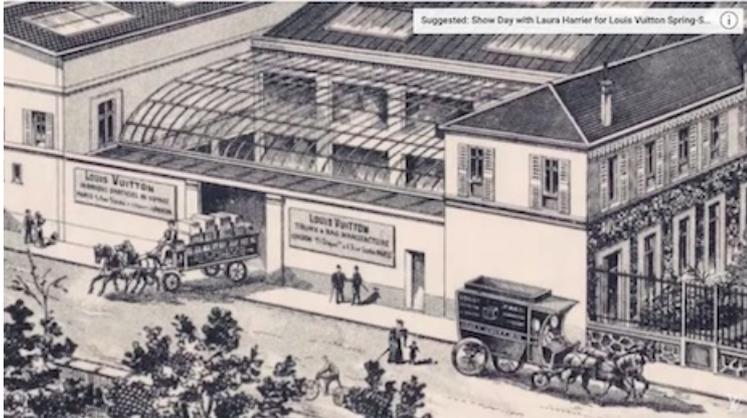


*Louis Vuitton's "What is Savoir-Faire: The Art of Craftsmanship" series emphasizes the quality and styling. Image credit: Louis Vuitton*

LV is the envy

Starting with what is savoir-faire "know how," as the video voiceover says the series' first episode stresses that **Louis Vuitton's** interpretation of craftsmanship goes above and beyond.

In addition to quality, creativity and innovation the combination of which is how LVMH chairman/CEO Bernard Arnault defines luxury the video also highlights Louis Vuitton's attention to detail at the smallest level since the brand's inception 160 years ago.



*Louis Vuitton's "What is Savoir-Faire: The Art of Craftsmanship" hearkens back to its origins as a maker of trunks and the innovations introduced with the flattop design and lock, which in 1905, illusionist Harry Houdini was dared to break. Image credit: Louis Vuitton*

The video delves into the innovations of the famed Louis Vuitton trunk the first to go flattop to enable stacking on rail journeys and its lock, along with visuals of the patent and the LV entwined logo.

Also pointed out are how contemporary Louis Vuitton is with its modern affiliations and collaborations, bold designs, streetwear and multiculturalism. The point is made how Louis Vuitton is "ahead of its time."

ALL OF THIS of this concludes with the intonation that, at Louis Vuitton, "savoir-faire is everything."

*Louis Vuitton: "What is Savoir-Faire? The Art of Craftsmanship"*

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