

MARKETING

Louis Vuitton, Tiffany turn to archives for soothing social media imagery

April 7, 2020



An Eric Valli photo for Louis Vuitton from a 2011 campaign shot in New Zealand. Image credit: Louis Vuitton

By DIANNA DILWORTH

Many luxury brands are relying on their archives to communicate and engage with fans on social media as campaigns are put on hold until the economy improves and photo shoots shut down amid coronavirus shelter-in-place orders.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Tiffany, Louis Vuitton and Ferragamo are among luxury companies that are tapping into iconic campaigns from the past to stay top of mind while consumers are glued to social media in lockdown. These images transport viewers to easier times, many in exotic locations, giving a sense of adventure to those stuck at home.

"Some of the brands are looking to their historical archives, because they are very natural and they are very humanistic," said Milton Pedraza, CEO of marketing consultancy [Luxury Institute](#), New York.

"It is about nurturing consumers rather than selling to them," he said. "There is a product involved, but it is about feelings: feeling cared for and feeling nurtured. We are getting news that we are peaking [COVID-19], we are starting to see signs of flattening the curve, and there is some expression of good news.

"These campaigns also give some sense of normalcy, because we have all been under siege for some weeks now. It is helpful to our mental health to see these kinds of images."



A Steven Meisel photo for Tiffany & Co. from a 2017 campaign. Image credit: Tiffany & Co.

Old albums

Tiffany & Co. recently shared an image from the brand's 2017 #TiffanyFragrance campaign shot by Steven Meisel on Instagram and Twitter.

"In hopes of bringing some joy and optimism to your feed, we're looking back on a few of our favorite moments," [read the post](#). "We believe positivity is needed, now more than ever. #TiffanyAndCo"

LVMH-owned fashion brand Louis Vuitton is using images from previous campaigns to give homebound consumers an armchair travel adventure under the hashtag [#SpiritofTravel on Instagram](#).

"Waiting for departure," reads one such post. "Louis Vuitton is reliving some of the Maison's most memorable journeys by traveling back in time to past [#SpiritofTravel](#) Campaigns."



A Jean Larivire photo for Louis Vuitton from a 1988 campaign shot in India. Image credit: Louis Vuitton

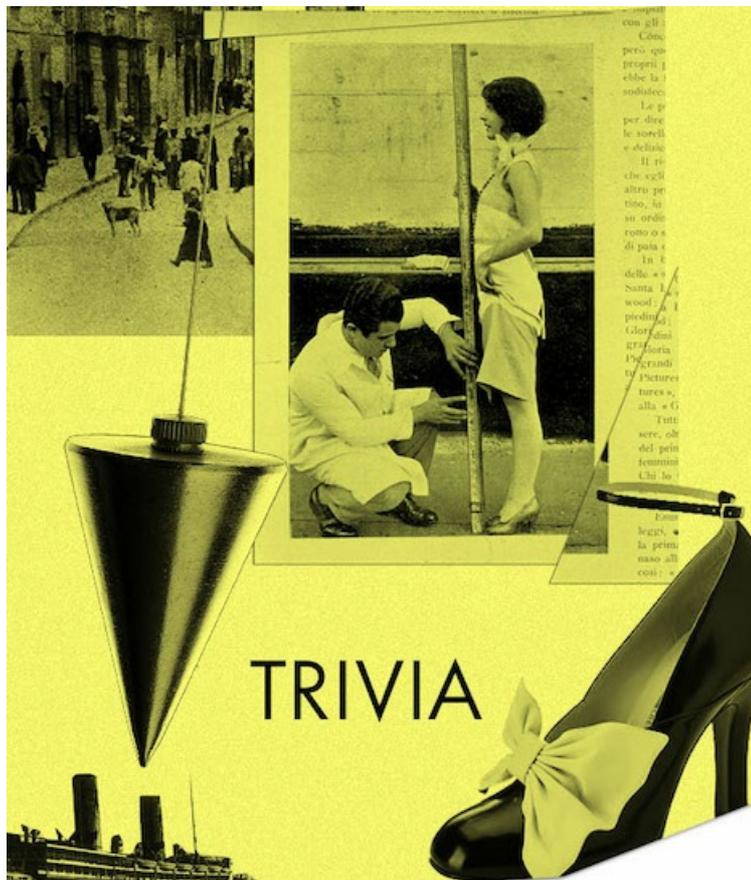
Several photos of the Louis Vuitton Spirit of Travel campaign were shot in 2011 by photojournalist Steve McCurry in India.

An Eric Valli campaign from New Zealand for the brand is also included.

Images from French photographer Jean Lariviere in the Reunion Islands and Hong Kong for the brand in the 1980s are also featured.

"Deeds are more important than words," Mr. Pedraza said.

"Helping first responders has been the first step," he said. "Now I think we can start to bring mood and positive expression into it. We need that help. We need to get into that hopeful state."



Salvatore Ferragamo's trivia game sources the designer's library and museum for questions. Image courtesy of Salvatore Ferragamo

Game for the past

Some brands are turning to games to tickle consumers' memory with historical nuggets.

Italian footwear and apparel brand Salvatore Ferragamo recently ran a trivia game night that played live on social media based on its archives.

Salvatore Ferragamo's trivia game was held every Wednesday and Saturday through April 4 on [the brand's Instagram page](#). The game included quizzes about the founder, the company and iconic milestones in the brand's existence.

All material for the game was generated from the company's historical documents that are now preserved in the company archive and museum, the Salvatore Ferragamo Museo in Florence, Italy ([see story](#)).

This is the art of soft sell at its best.

"We have all been in fear," Mr. Pedraza said. "It is a good time to start to reawaken from the nightmare that we have all been living. Archives offer a soft way to do this without selling.

"If you are going to heal pain, if you are going to give me positive messages that I can share, then it is OK," he said. "The brands do have a role to play in that. People don't want you to be a mercenary, they want you to be a missionary."

Archives not only offer feelings of hope and connection to a more comfortable past, but they are also practical as photoshoots have all but come to a halt.

"They can't produce anything immediately new, but that's OK because they know they have some wonderful archives to pull from," Mr. Pedraza said.

"These campaigns are trying to help inspire positive feelings about yourself, about love and feeling a little more special, which people need right now," he said.

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.