

ARTS AND ENTERTAINMENT

Louis Vuitton taps influencers for new Cine Club

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Louis Vuitton's new Cine Club recommends movies to watch at home. Image credit: Louis Vuitton

By DIANNA DILWORTH

French fashion giant Louis Vuitton has created a movie club with influencers as a way to connect with housebound consumers on social media even as COVID-19 movement restrictions are slowly being lifted in parts of the world.

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Louis Vuitton tapped its brand ambassadors to share their favorite movies and series to watch while at home for the LV Cine Club. The watch lists are featured on the LVMH-owned brand's [Instagram page](#) along with a photo of the influencer wearing the brand.

"The strategy behind this campaign is to enforce Louis Vuitton's link with culture, to enforce its link with their customers and to promote the brand's looks through celebrities that are usually featured in their creative campaigns, but that now do not sell directly, but share something that is sensitive to the current moment," said Ana Andjelic, brand strategist and formerly chief brand officer of Rebecca Minkoff, New York.



Actress Sophie Turner shares her favorite movies for Louis Vuitton's new Cine Club. Image credit: Louis Vuitton

Cine club

British actress Sophie Turner, known for her role in the HBO series, *Game of Thrones*, is one of the influencers participating in the new LV Cine Club.

Ms. Turner's picks include *The Lord of the Rings (I, II & III)* directed by Peter Jackson.

"It's an epic fantasy series of movies with a whole lot of escapism, which is what people need right now, and a long run time," Ms. Turner said.

Also on her list: *Goodfellas* directed by Martin Scorsese; *One Flew Over the Cuckoo's Nest*, directed by Milos Forman; and *Onward*, directed by Dan Scanlon.

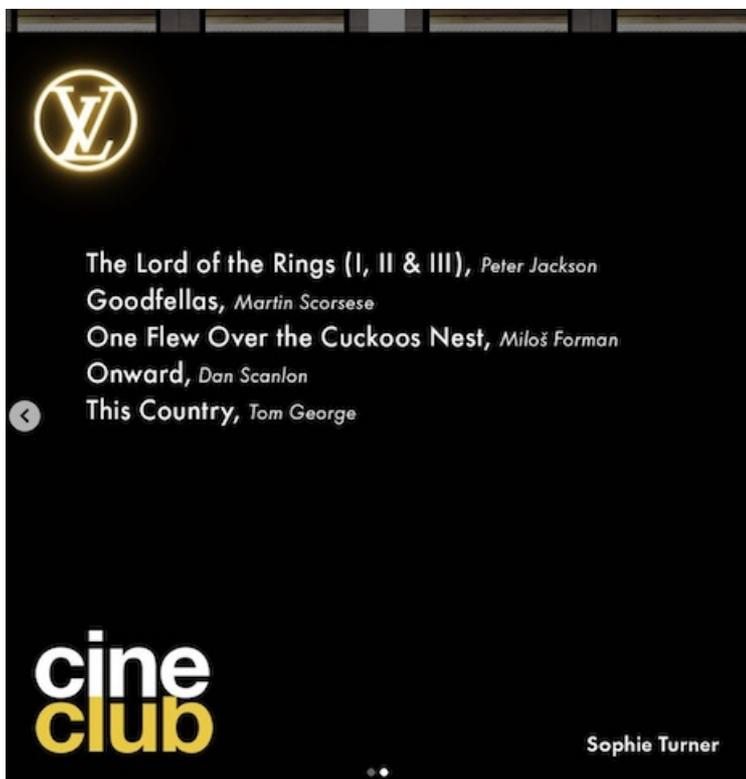
"On the lighter side, I loved *Onward*," Ms. Turner said. "It's a great Disney Pixar movie with, as per usual, wonderful animation and a really heartwarming story."

Swedish actress Alicia Vikander, who starred in the *Jason Bourne* film series and in *Tomb Raider*, recommended *Show Me Love* directed by Lukas Moodysson.

"One of my most memorable movie experiences as a teenager was watching, *F-king ml (Show Me Love)* by Lukas Moodysson for the first time," Ms. Vikander said. "This film will leave a huge smile on your face. A coming-of-age story which shows both the beating heart and the bittersweet reality of growing up."

Even as some countries and U.S. states begin to reopen, many consumers are still keeping their distance and are staying home. This consumer behavior is driving brands to keep up their strategy of relying on less product and more content-driven marketing on social media pages.

"This focus should be hopefully long-term, in the sense that there will be a healthier balance between digital content, print and selling," Ms. Andjelic said. "We may be moving into a more integrated content and commerce era."



Actress Sophie Turner's movie recommendations for Louis Vuitton's new Cine Club. Image credit: Louis Vuitton

Movie and fashion fans

Louis Vuitton works with actresses as brand ambassadors, so creating a watchlist is a natural fit for the brand.

The campaign reaches customers of the brand, as well as aspirational fans who follow the company on social media.

"They are targeting both brand aspirants and current Louis Vuitton customers, as well as anyone interested in getting good movie recommendations from a trusted source," Ms. Andjelic said.

"A brand cannot go wrong with a movie club," she said. "There's nothing controversial about it and, in this instance, there's an added level of authority here, since Louis Vuitton brand ambassadors are all actresses by trade."

[View this post on Instagram](#)

LV Cine Club with #AliciaVikander #LouisVuitton's ambassadors are sharing a current selection of movies and series to watch while at home. Alicia's picks: Show Me Love, Lukas Moodysson One of my most memorable movie experiences as a teenager was watching, Fucking ml (Show Me Love) by Lukas Moodyson for the first time. This film will leave a huge smile on your face. A coming of age story which shows both the beating heart and the bittersweet reality of growing up. Let the Right One in & Four Shades of Brown ,Tomas Alfredson The fantastic "Let the right one in" - might be the most famous work by Tomas Alfredson but I want to take this opportunity to highlight one of his earlier films "Fyra nyanser av brunt" (Four Shades of Brown). It's one of my absolute favourite dark comedies of all time. Oslo, August 31st , Joachim Trier Oslo, August 3St by Joachim Trier left me speechless the first time I saw it. A hauntingly beautiful and utterly human portrait of a man over the course of 24 hours. Adam's Apple, Anders-Thomas Jensen If you haven't yet been introduced to Anders Thomas Jensen's films you're in for a treat. Start with Adam's Apple. A fantastic cocktail of the dark, weird, sweet, violent and the hilarious. The Other Side of Hope, Aki Kaurismki Sometimes I just wake up and need a bit more of Aki Kaurismki's magic films in my life. Please watch "The Other Side of Hope"- for a funny yet profound statement about humanity. Fanny & Alexander, Ingmar Bergman Ingmar Bergman's masterpiece "Fanny & Alexander". In Sweden they broadcast his long tv-version of the film every year. This tradition I have kept up with and I return to it every Christmas. 132 min of incredible cinema and some of my favourite filmmaking of all time.

A post shared by Louis Vuitton Official (@louisvuitton) on May 16, 2020 at 11:48am PDT

Louis Vuitton's latest Instagram Cine Club.

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