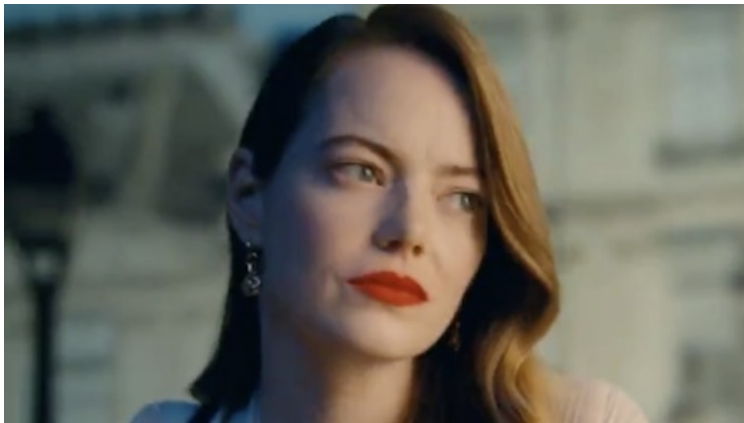


APPAREL AND ACCESSORIES

Louis Vuitton plays up classic luxury in new handbag effort

July 9, 2020



Actress Emma Stone stars in Louis Vuitton's new handbag campaign. Image credit: Louis Vuitton

By DIANNA DILWORTH

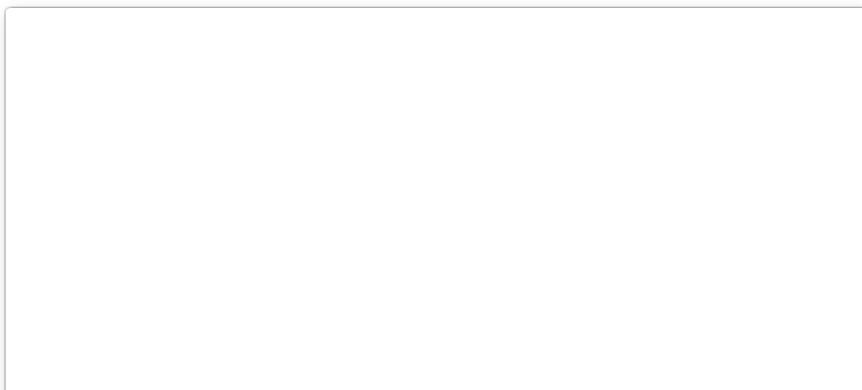
France's Louis Vuitton has debuted a new campaign starring actresses Emma Stone, La Seydoux and Alicia Vikander that plays up the classic luxury of modern leather goods.

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

The new campaign is centered around a film by Craig McDean starring the three acclaimed actresses and Louis Vuitton ambassadors modeling the handbags on the streets of Paris.

"The strategy behind this campaign is two-fold," said Rebecca Miller, founder/principal of [Miller&company](#), New York. "First, it reinforces the brand's distinct heritage and second its DNA. Vuitton arrived in Paris at the age of 16, became an apprentice to a successful box and trunk maker allowing him to establish his own identity and reputation. The bag style, Capucines, takes us back to the beginning of the brand whose first door opened in 1854 on Rue des Capucines.

"This reintroduces the founder's beginning, his passion for quality, ambition and creativity setting the foundation for the brand's DNA," Ms. Miller said. "The campaign is shot against iconic Parisian landscapes using a young contemporary actress considered one of the 100 Most Influential People in the World, a nice juxtaposition which Vuitton has become known for from their previous artistic collaborations."



[View this post on Instagram](#)

#EmmaStone and the Capucines. The #LouisVuitton ambassador returns to introduce the season's latest versions of the elegant New Classic bag. Discover the new campaign with #AliciaVikander and #LeaSeydoux via link in bio.

A post shared by Louis Vuitton Official (@louisvuitton) on Jul 6, 2020 at 1..

Louis Vuitton brand ambassador EmmaStone stars in a new ad campaign showing off the Capucines.

Modern elegance

In the film and supporting imagery, each actress shows off a bag that they chose personally to showcase their inner spirits.

Emma Stone flaunts the classic Capucines, Alicia Vikander the Twist and La Seydoux, the Dauphine. These classic leather goods are set in a modern context to appeal to the classic luxury lover looking for modern appeal.

The brand is promoting the cross-channel campaign on its social media pages, as well as on its [Web site](#) and in email.

"The target audience for this campaign is comprised of both existing and potential customers," Ms. Miller said. "It reminds those who own Vuitton products of the heritage of what they own and have come to value. New customers are being exposed to the brand by pulling the past forward through an updated classic styling."



Louis Vuitton brand ambassador La Seydoux models the Dauphine in new classic campaign. Image credit: Louis Vuitton

Relying on classics

As countries emerge from pandemic-related lockdown, brands looking to market to consumers are treading lightly.

With calls for social justice resonating around the globe and people still getting sick, the tone of marketing has to be delicate to strike the right chord with consumers.

Louis Vuitton is relying on the love for its classic design and strong brand ambassadors to deliver a message of strength and modernity without being too pushy about selling product.

"Classics have always been a safe and stable entity for any brand in every industry," Ms. Miller said. "They serve as pillars for a brand, that which consumers know, trust and have come to rely. A navy blazer, khakis, a little black dress all classics. Handbags have joined this list and are often seen as entry purchases to a brand.

"Vuitton has been diligent about marrying the past with the future," she said. "They have taken the classic boxy shape and angled it out like a trapezoid giving it a more fashion-forward look. This reimagined classic keeps a brand's products interesting and exciting for consumers, as in, what do I add next to my handbag collection.

"Classics also serve the more conservative mind set which has reemerged in the luxury space, taking lead from those products that had more augmentation or bling on them. A quieter, understated consumer is on the rise in all age groups. More reserve, better editing and less conspicuous consumption."



Louis Vuitton brand ambassador Alicia Vikander models the Twist in new classic campaign. Image credit: Louis Vuitton

The campaign is a lifestyle marketing play as the brand hones in on the modern interpretation of its classic handbag in an iconic Parisian setting with a classic actress.

"Lifestyle has been the main focus as of late in marketing," Ms. Miller said. "With all of the disruption in the world, there appears to be a return to a more specific focus allowing products to be front and center once again.

"Details have always been a critical component of luxury, so by taking the focus off of the larger picture of lifestyle and focusing on a specific product, this allows a brand to have a more intimate connection to its consumers," she said.

"Keep in mind, the same product may have different core benefits to different users. A handbag may be a functional item, for another a fashion statement and others to be a way to be part of a community, larger than one's self. These variables open up marketing options to broader audiences. Marketing conversations must align with this position, be it written, video or on social media."



Louis Vuitton brand ambassador Emma Stone models the Capuchine in a new classic campaign. Image credit: Louis Vuitton

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