

MARKETING

LVMH debuts "Timeless" Instagram series demystifying story behind brand icons

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LVMH has been prolific with brand-related content as the COVID-19 pandemic crisis continues, with its "Timeless" Instagram series the latest in opening-the-kimono activities. Image courtesy of LVMH

By LUXURY DAILY NEWS SERVICE

French conglomerate LVMH has debuted a new series of animated and illustrated videos on its official Instagram account that examines the origins of iconic products with the ancestral knowhow behind them.

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Called "Timeless," the videos will show how these icons from the LVMH family of brands have evolved and why they are still relevant in this day and age.

"As a turbulent period prods us to challenge our lifestyles and unsettles our relationship with time, LVMH proposes an insightful look at the notion of timelessness through a celebration of icons from our maisons," the Paris-based company said in a statement.

"These unique creations have over decades and sometimes centuries achieved the seemingly impossible balance between past, present and future."

Wrap's off

LVMH and its brands, like their peers in the luxury business, have been unusually open about the craftsmanship, service and sausage-making process behind their products as the COVID-19 pandemic stalled economic operations worldwide.

The brands' candor translated to content and behind-the-scenes looks, along with soul bearing never seen before to keep the connection with consumers alive and warm as the global lockdowns took their toll on lives and livelihoods.

LVMH's "Timeless" IGTV series, aided by an illustrator, delves into the origins of creation and craft techniques from its brands crossing eras, trends and fashions to become cultural icons.

The stories highlight excellence, creativity, innovation and entrepreneurial spirit. They also remind viewers of the houses' commitment to preserve and pass down skills key to their heritage.

"The episodes in the "Timeless" series playfully unfold to present a symbol, product or technique and invite viewers to guess the subject by gradually revealing clues," LVMH said.

"A collage of illustrations, photos, text, music and animation, the series is a poetic experience where colors have a taste, memories have a sent, and words have a melody."

Five episodes debut this summer.

The first episode discusses the serpent symbol that inspired the Serpenti creations of Italian jeweler Bulgari. The snake has been revisited in many shapes and colors as Bulgari's symbol for more than a century.

[View this post on Instagram](#)

Sound on! Wherever you are, experience a special getaway with the Group and its Maisons. We're now taking you on a special trip back to the origins of the Serpent emblem in the creations of @Bulgari with the first episode of our Timeless series. Since its creation in the 1940s, Serpenti has become Bvlgari's most seminal motif, evolving and reemerging in designs ever after. From its first iteration to its current reimagining, Serpenti has drawn attention to the Roman's Jeweler incomparable creativity and savoir-faire. But why choose the Serpent as a symbol and source of inspiration? Learn more with Timeless about the mythical story behind this iconic emblem Illustration : @victoriadessine #Serpenti #Bulgari #Timeless #LVMH

A post shared by LVMH (@lvmh) on Jul 28, 2020 at 8:36am PDT