

APPAREL AND ACCESSORIES

## Louis Vuitton debuts shoppable surreal menswear social media campaign

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*Louis Vuitton's new menswear campaign uses clouds as a symbol of universal freedom. Image credit: Louis Vuitton*

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By DIANNA DILWORTH

French fashion giant Louis Vuitton has debuted a campaign that promotes social shoppable menswear in a surreal dream-like setting, a signature of the brand's iconic creative director, Virgil Abloh.

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The Instagram campaign for the Louis Vuitton men's fall/winter 2020 collection is set in the clouds and imagines an optimistic future with ruffled men's coats and cumberbunds.

"Dreamlike bodies. Floating clouds serve as a symbol of universal freedom in @VirgilAbloh's new #LouisVuitton Campaign," reads the [Instagram post](#).



*Louis Vuitton's new menswear fall/winter 2020/2021 line. Image credit: Louis Vuitton*

### Virgilization

Mr. Abloh, who is artistic director of Louis Vuitton's menswear collection, is known for his creative visions and sense of style that goes well beyond product marketing and into the realm of the arts.

This campaign illustrates his artistic sensibility with men wearing whimsical apparel posed in a surreal backdrop of a room with the sky and clouds all around that gives a nod to Belgian Surrealist artist, Ren Franois Ghislain Magritte.

"The term Virgilization refers to a strategic transformation of an individual into an artist to de-emphasize the commercial nature of their output," said Ana Andjelic, a strategy executive, [wrote in a recent column](#) published on *Luxury Daily*.

"Virgilization is a sub-category of artification that can happen throughout the entire value chain, from conglomerates starting art foundations, buying auction houses, sponsoring exhibitions, to collaborating with artists on product creation, visual merchandising, and retail space," she said.



*Virgil Abloh's surreal vision for Louis Vuitton's new menswear line. Image credit: Louis Vuitton*

### Shoppable content

While visually rich and artistic in nature, this latest campaign has a very real connection to commerce as the [Instagram ads are shoppable](#).

Click on the link in the bio and a consumer is served with the option to buy Louis Vuitton slim black pants, a ruffles

cumberbund and a broderie anglais flower slim fit shirt.

Another photo offers up the blue sky/cloud themed sweatshirt and jeans, along with a soft trunk, Louis Vuitton trainers or millionaire sunglasses.

Online commerce platforms are transforming how consumers shop from product discovery, such as through a bespoke brand's Instagram campaign through to the product purchase.

As brands further connect these experiences, they make it easier for consumers to make purchases directly from campaigns.

Facebook found that 81 percent of consumers search for products they would like to buy on Instagram and Facebook, turning the channels into a hub for marketing.

As lockdowns have cut down foot traffic to retail stores, and at the same time have made consumers spend more time on social media, social shopping is expected to grow even further. This channel benefits brands as it allows them to cut out third-party retailers and curate the products they would like to sell.

Additionally, it cuts down on the steps it takes to make a purchase, making it more likely that an interested party will proceed and not get bogged down by too many steps between seeing a campaign and the sale being complete.

Expect to see more brands such as Louis Vuitton integrating their creative campaigns with shoppable experiences as digitalization continues to accelerate and brands look for ways to connect more directly with consumers on their devices.

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