

APPAREL AND ACCESSORIES

Louis Vuitton celebrates founder's 200th birthday with immersive game

August 5, 2021



Users can download "Louis: The Game" and traverse the virtual world as to learn more about the brand. Image credit: Louis Vuitton

By KATIE TAMOLA

In honor of its founder's 200th birthday, French fashion house Louis Vuitton is inviting fans to explore a digital world, leveraging enticing storytelling and graphics to share its brand history.

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

The unparalleled approach from Louis Vuitton combines the exciting, eye-catching features of video games with immersive pieces of brand history. After an introduction at the "[Louis 200](#)" landing page, users navigate interactive boxes that illustrate a different aspect of brand history, including "[Louis: The Game](#)," a joyful opportunity to participate in a fantasy world while learning about the heart of the brand.

"The game is focused on core iconography, it looks beautiful, it's educational and it has attempted depth with the different levels and NFT unlocking," said Karinna Nobbs, co-CEO at digital fashion marketplace [The Dematerialised](#), London. "But I would question its stickiness in terms of whether a user would return to play or complete it more than once."

Life is a game, and so is Louis Vuitton

When users first get to the Louis 200 page, the LV emblem measures the site's loading progress, as the site beckons.

This is not a campaign one can simply watch. This is an experience one participates in.

"Stay right there, an extraordinary voyage is about to begin," the site reads as it loads, building intrigue.

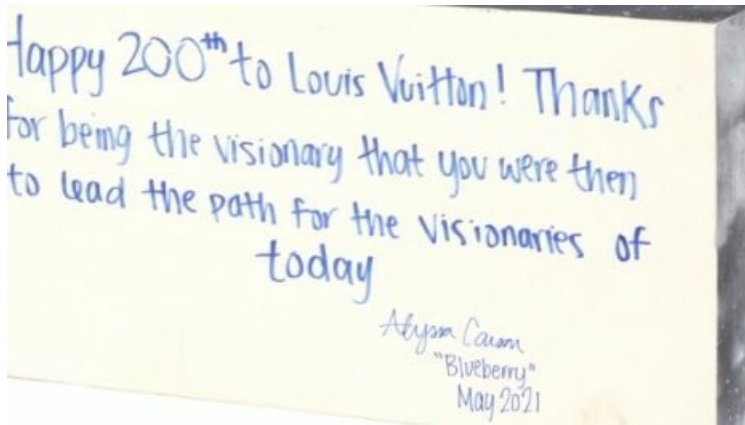
When fully loaded, the word "LOUIS" in large blue block letters appears, floating over a huge body of water, as a cloud-like landscape hovers above. Visitors are then invited to scroll.

Upon scrolling, the word LOUIS and the LV monogram behind it are magnified, growing as large as possible before the screen then transitions into lines of text floating above the water. Users keep scrolling until a small group of text informs that 200 years ago, the visionary Louis Vuitton was born.

Those on the site must continue to scroll as graphics of clear, little boxes zoom rapidly towards the front of the screen until an image is constructed: a pixelated form of Mr. Vuitton's face.

Once finished scrolling, the word LOUIS reappears, with an invitation and birthday message from the brand, inviting users to delve into new realms of creativity and to explore Mr. Vuitton's celebrated and iconic mind.

The site urges to choose from several hovering boxes to explore a visionary's world in celebration. While not all boxes have been opened, the first box is dedicated to the iconic Louis Vuitton trunk.



On the Louis 200 page, viewers can see disparate trunk designs from across the world, including one from American space student Alyssa Carson. Image credit: Louis Vuitton

In the first Visionaries box category, viewers can explore 200 designs and approaches to the classic Louis Vuitton trunk.

Viewers can flip through different pages listing designers' work, background and the design for the celebratory trunks.

The designers range from trunk number from Alyssa Carson, an American space student who designed her trunk, number 56, with galactic art and a birthday message; trunk number 21 from Belgian-based art collective Burp, with partners Kris De Smedt and Erik Vernieuwe illustrating a man-made of vegetables, highlighting their ties to food; and more.

The final box that can be opened reveals Louis: The Game, which is available for download on Android and iPhone devices.

"Gamification can be a great way to engage with an audience and give them a deeper experience with the brand, and with that being said, the most important aspect should be the game itself," said Ely Kim, group creative director at [Stink Studios](#), Los Angeles.



Players can take on the role of Vivienne as they forage for birthday candles and history in "Louis: The Game." Image credit: Louis Vuitton

After downloading, users can play as Vivienne, an adventurous flower character who can wear several designs. Players can control her movement using Louis Vuitton's iconic blossoms.

Vivienne transverses through six different and stunning settings, mimicking the brand's storied history, to collect all 200 birthday candles. When users gather candles, they earn access to miniature postcards that share fun facts and information about the history of the brand, such as the origin of its monogram.

"It's important to create a compelling game, that is simple to embark on and has great controls," Mr. Kim said.

"Although extremely beautiful, I found the control responses to be quite lacking, making it difficult to engage with.

"The monogram is so iconic that having an app icon with LV on it could be reason enough for a download for younger consumers that may have not had the chance to interact with the LV brand in any other way," he said.

Players can collect all the fashion accessories, aiming to be the first to find all 30 NFTs within the game.

This new push from Louis Vuitton achieves a massive feat in being both entertaining and educational.

The widespread push to get in the game

Gamification, NFTs and the overlap of the two entities are currently taking the luxury fashion world by storm.

Earlier this week, Britain's Burberry became the latest fashion house to experiment with non-fungible tokens by becoming the first luxury brand to partner with Mythical Games' Blankos Block Party.

As part of its upcoming B Series drop, Burberry is introducing a limited-edition, limited-quantity Blanko that can be purchased, upgraded and sold within the Blankos Block Party marketplace. Burberry has been an early adopter of gamification and this is the brand's first collaboration with the multiplayer party game ([see story](#)).

Fashion brands have seen ample opportunities within the gaming world for several years.

Leaders in the fashion industry continue to prove that there is a myriad of ways to approach gaming, whether through skins, branded games, award design, innovation and more ([see story](#)).

With this latest mix of fun and educational, many consumers will be tuning in to see what gamification efforts Louis Vuitton, as well as other brands, put forth next.

"I think the cuteness and aesthetic of the Louis Vuitton game will definitely attract a younger consumer just as Burberry and Gucci achieved with their previous mini-game," The Dematerialised's Ms. Nobbs said. "In summary, this game is a solid marketing activation which applies gaming principles effectively for long-term relationship building rather than short-term sales."