

APPAREL AND ACCESSORIES

Louis Vuitton embraces holiday magic with cinematic campaign

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Stacy Martin for the Louis Vuitton 2021 holiday campaign. Image courtesy of Louis Vuitton

By SARAH RAMIREZ

French fashion label Louis Vuitton is inviting shoppers to learn about its house codes through an imaginative holiday campaign.

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"Louis Vuitton's Holiday House" stars French actor and house ambassador Stacy Martin as she wanders through an enchanted home with surprises around each corner. The film's engaging storyline, which relies on magical realism, celebrates the joy of giving and gathering.

"Louis Vuitton has always been about showcasing their classic heritage styles and patterns while mixing in new items that engage current and new customers and viewers," said Kimmie Smith, cofounder and creative director of [Athleisure Mag](#), New York.

"The vibrant video that includes Stacy Martin, as well as others that come in and out of the frame, illustrates how they share holiday cheer with classic, seasonal and new items that will become coveted finds as well," she said. "There is also a warmth that this video emits that encourages us to look forward to coming together with friends and family and to look forward to 2022."

Ms. Smith is not affiliated with Louis Vuitton but agreed to comment as an industry expert.

Magic maison

With creative direction by Roman Coppola and film direction by the duo Augustus Punch, the campaign immediately strikes a celebratory tone with the jubilant opening notes of Candi Staton's disco classic, "Young Hearts Run Free."

The vignette begins with the first of many magical realism moments when Ms. Martin opens a card catalog to reveal a warm glowing light.

Stacy Martin discovers the Holiday House

The scene cuts to Ms. Martin assisting some young children as they playfully arrange stacks of Louis Vuitton luggage. She drapes a silk scarf around a boy's shoulders before he steps inside a leather trunk.

Then, the children are peering out of the trunks but the sun-drenched interior room has been transformed into a majestic mountain landscape and the luggage stacks from a Louis Vuitton castle.

Inside the Holiday House, Ms. Martin carries a lantern and keeps exploring. She pushes open an attic window to discover a ski lift but as the camera zooms out, the actress appears to be watching the ski scene from a magical and oversized snow globe.

Ms. Martin walks away from the snow globe and peers into a keyhole, looking on as a family exchanges gifts under a chic Christmas tree. The family, however, lives inside a Louis Vuitton [Malle Maison Vivienne dollhouse](#).

The actress plays a Vivienne figure inside one of the dollhouse rooms, and it gleefully bounces around. Ms. Martin walks away from the dollhouse, and a life-sized version of the Christmas tree is seen in the background.

Next, Ms. Martin finds herself in a bright, cloud-filled room even giving one cumulus a curious push. Some of the clouds have models lounging or reading on them, while others are topped with Louis Vuitton handbags.

The final "world" within the Holiday House is a glittery, disco-fueled dance party. Ms. Martin is joined by a crowd of revelers, and fireworks light up the sky.

As the fireworks fade away and the camera zooms out, the luggage castle from earlier in the vignette is revealed once again.



A Louis Vuitton luggage castle fit for a queen or king. Image courtesy of Louis Vuitton

On Louis Vuitton's ecommerce site, the Holiday House further serves as a unique vehicle for an online gift guide. Site visitors are prompted to discover the four worlds: "The Snow," "The Vivienne House," "The Clouds" and "The Party."

Each world has a selection of gifts for men and women, as seen in the campaign film.

For instance, "The Snow" includes ready-to-wear, shoes, accessories and ski equipment perfect for bundling up in a winter wonderland. "The Clouds" gift guide includes Coussin BB handbags, a delicate Louise necklace and other elevated pieces.

Festive marketing

The Holiday House campaign finds a balance between classic Louis Vuitton staples and seasonal gifts, wrapped in an imaginative storyline.

It is a strategy that can bode well for many luxury labels around the holidays.

In October, Italian fashion house Salvatore Ferragamo turned the clocks forward, jumping ahead to the wintry holiday season to celebrate the warmth of friendship and joy of being together.

Through a collection of still imagery and short films, Ferragamo's "It's Movie O'Clock!" campaign shares the story of a group of friends who have reunited for dinner and a movie. Showcasing various items from the brand's holiday collection, the cast of actors, composers and musicians emote festivity and warmth ([see story](#)).

Italian fashion house Versace recently encouraged its audiences to indulge in the holiday spirit and seasonal luxuries with a new film campaign and gift guide. The "Versace on Ice" campaign follows a professional figure skater as she prepares and executes a routine, fully outfitted in pieces from the brand's holiday collection ([see story](#)).

"I think holiday campaigns need to be a mix of showing the assortment that focuses on gifts to friends and family and yourself, giving glimpses to the next season and also bringing it back to the notion of sharing yourself with others and providing optimism," Ms. Smith said.

"Louis Vuitton's storytelling brings an element of warmth and relatability that is very important during this time, but also shows the values and interests of what the luxury brand cares about," she said. "It allows its consumers to get to know the brand in an enhanced way that allows them to see the synergism between shared values."

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