

APPAREL AND ACCESSORIES

Louis Vuitton transcends time with iconic motifs in fine jewelry campaign video

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This season, Louis Vuitton has made new additions to its Empreinte fine jewelry offerings, with designs that front the house's distinctive cut-out Monogram Flower pattern. Image credit: Louis Vuitton

By AMIRAH KEATON

French fashion house Louis Vuitton is repeating history, employing its iconic flower monogram motif as central to the campaign for its latest fine jewelry release.

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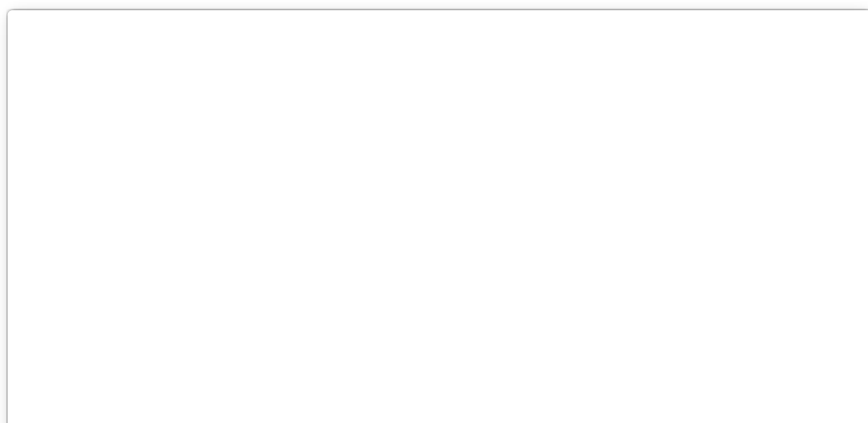
The maison has released an excursion-inspired campaign video and imagery for the Empreinte fine jewelry collection. Decisively capitalizing on luxury's current travel boom, one key feature from the brand's own rich trunk history serves as a primary design reference.

Legacy travels

With a direct English translation meaning "impression", the Empreinte craze now takes on a fresh context.

This season, Louis Vuitton has made new additions to its fine jewelry offerings, designing a collection for women and men that fronts a cut-out version of the house's distinctive monogram flower pattern.

The design on display is rooted in Louis Vuitton trunks, drawing from the imprint of nails used on their original travel boxes. The nomadic theme and "Spirit of Travel" focus is heavily reflected in campaign visuals.



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A post shared by Louis Vuitton (@louisvuitton)

Decked in Empreinte selections, a young woman explores a narrow passageway as the :30-second clip begins. The model's hands lightly graze the jewels upon her dcollet, as the sunlight catches its golden effervescence.

Subsequent video shots zoom out with the inclusion of its main character's surroundings. Implications of a once-great structure remain, evident by a flash of crumbled pillars amid what can be safely presumed an aging historic site.

The model drags ornamented fingers across sandy grounds, excavation-style. With anthropological enthusiasm, she unearths the ultimate prize, a single monogram blossom flower.

Pictured in somber reflection, as if to signal the weight and honor of decadence that endures time, the model is pictured in somber reflection, holding history and heritage in necklace form as the discovery grounds her.

Her shadow braces the edge of a cliff in a panoramic closing scene, as the clip's intense visuals and soundtrack fade to black.



Product shots of the Empreinte Transformable Sautoir and Empreinte rings. Image credit: Louis Vuitton

The precious pieces include gold medallion necklaces, pink gold and pave diamond bangles, white gold ear studs and more, available for purchase in stores and on Louis Vuitton's site.

Acquisition requires prospective clients to pay up, with prices ranging from \$2,060 per unit for the Empreinte Hoop to \$45,500 for the yellow gold and diamond-encrusted Empreinte Transformable Sautoir.

What's in a name?

Content illicites a deeper curiosity regarding the motif's history according to the brand, Louis Vuitton's Monogram flowers were created in 1896 by Georges-Louis Vuitton, the famed only child of French designer and trunk maker Louis Vuitton.

An OG branding exercise Mr. Vuitton sought to distinguish his luggage offerings in using the now-coveted canvas print has evolved over the years, as creative collaborators such as Marc Jacobs, Nicholas Ghesquiere and Takashi Murakami put their own special spins on the classic design, elevating the LVMH leader to luxury dominance.

Luxury logos are steeped in history and heritage, visually positioning companies in consumers' minds. The psychological impact of logo-laden garments is real for some buyers of luxury, the logo is part of the reason to buy luxury, allowing them to display a sense of status to others by associating themselves with a particular brand ([see story](#)).

Referencing key aspects of a house's history, minimalistic iconography and logo-centric collections inspired by streetwear culture are also among a list of top trends for luxury logos over the last few years ([see story](#)). Brands like Balmain ([see story](#)) have used milestones or shifts in creative directors to launch logo redesigns, while other heritage houses like Fendi have been known to lend their logos for cross-promotional partnerships ([see story](#)).

Lockdown easings and a subsequent rise of "dopamine dressing" have fueled logo wear's resurgence most recently ([see story](#)).

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