

APPAREL AND ACCESSORIES

## Louis Vuitton bets big on Yayoi Kusama, begetting multichannel magic

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*"Creating Infinity" is a case study in luxury marketing, as multi-channel campaigns of this caliber are precisely where the brand shines brightest. Image credit: Louis Vuitton*

By AMIRAH KEATON

French luxury house Louis Vuitton's latest delivery represents one of its largest global offshoots in recent history.

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Japanese artist Yayoi Kusama joins the fashion and leather goods authority for "Creating Infinity," which sees an interpretation of the maison's codes in the artist's signature dotted style, for the second time in history. Backed by a behemoth luxury conglomerate, the effort goes all-in on an assortment of dotted fashion, accessories, fragrance options and more, signaling a desire to surprise and delight while garnering the level of consumer desire and demand necessary to satisfy LVMH's standards.

"This looks to be a move to attract a more playfully inclined luxury client and I hope, a harbinger that 2023 will be a more fun year," said Marie Driscoll, managing director of luxury and retail at [Coresight Research](#), New York.

"The collection with its youthful colorful dots is a move away from the seriousness of a luxury handbag," Ms. Driscoll said. "In a departure from the norm, this should be fun both to carry and to wear."

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

LV and Yayoi's universe

"Creating Infinity" provides a case study in luxury marketing standing up splashy, multi-channel campaigns of this caliber are precisely where Louis Vuitton may just shine brightest.

Inspired by unbridled creativity, the collection rests on the premise of Ms. Kusama's motif of choice polka dots.

Across the shared universe, countless original designs are applied to house classics. Creative assets and accompanying products are categorized by four spotted treatments.

Options consist of men's and women's ready-to-wear and accessories, most notably handbags, as well as unexpected delights such as remixed fragrance packaging. Even the house's heritage travel trunks have been splashed with Ms. Kusama's primary colors.

The Party Trunk for #LVxYayoiKusama. Learn more about the #LouisVuitton collaboration at <https://t.co/5FKY0NexHi>  
[pic.twitter.com/5NuBiXnSJ6](https://t.co/5FKY0NexHi)

Louis Vuitton (@LouisVuitton) January 12, 2023

In terms of promotion, one crucial component involves the campaign's faces.

Ranging in ages and generations of origin, the selection of these particular individuals appears to be strategic in nature, in the sense that each maintains a steady name and image throughout their own respective regions across varying markets.

This allows the stars to pool influence, garnering earned media and consumer attention across platforms and, indeed, in light of the launch, the collective certainly comes in with a bang.

Introducing the new #LVxYayoiKusama collaboration starring a group of internationally renowned supermodels. Discover #YayoiKusama's signature motifs on #LouisVuitton's iconic pieces at <https://t.co/SQM0RfoBV9>. [pic.twitter.com/tUVILvGpn2](https://t.co/SQM0RfoBV9)

Louis Vuitton (@LouisVuitton) January 6, 2023

Familiar faces and friends-of-the-house alike foundational industry figures including Gisele Bndchen and Christy Turlington are tapped, while familiar faces like Natalia Vodianova, Devon Aoki and Karlie Kloss appear in addition.

Frequent brand collaborators, both repeat as is the case with Feifei Sun, and recent, with Liya Kebede front Louis Vuitton's campaign.

Even a few of the modeling industry's biggest names of now, "it-girls" such as Bella Hadid and Anok Yoi, to name a few, join in on the effort.

Plus, of course, there's Ms. Yayoi Kusama herself.

### **Kusama sponsored by LVMH**

Accented in heavy archival overtones, the entire execution marks Louis Vuitton's second collaborative engagement with the art-world phenom. Thus, the brand does not shy away from platforming her personal eccentricities.

Her likeness dispersed across a bevy of digital materials, the artist also covers assets placed across a few other channels.

Take, for instance, the effort's AR-enabled app, which features interactive games and gags that allow users facetime with varying Infinity worlds.



*Screenshots from the Louis Vuitton x Yayoi Kusama app. Image credit: Louis Vuitton/Google Play Store*

Louis Vuitton has also doubled down on the effort via a series of OOH activations.

Taking streetside marketing to the next level, the brand revealed an anamorphic billboard in Tokyo last year, teasing the collaboration before products were made available on the market.

Ms. Kusama's face pops out from the inside of a polka-dotted Louis Vuitton trunk in dimensional form, appearing as though the artist herself is present on the side of the city's Shinjuku building.

*Louis Vuitton x Yayoi Kusama's 3D anamorphic Billboard is situated amid the streets of Tokyo*

With the surplus resources ([see story](#)), steady leadership ([see story](#)) and record-setting fiscal standing ([see story](#)) of LVMH afoot, Louis Vuitton is able to go above and beyond on any activation, using its behemoth backing to invest in the biggest names, and achieve greater sales numbers, all in one everlasting exercise to ensure its top luxury spot remains secure.

"The beauty of collaborations is that they are of limited duration, and so create urgency and potentially engage consumers that previously didn't engage with the brand," Coresight's Ms. Driscoll said.

"Yayoi Kusama's work is iconic and while the collaboration won't attract everyone, the collection is fun, youthful and has the potential to be a collectible."

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