

APPAREL AND ACCESSORIES

Louis Vuitton proves 'OG' content creators still hold power

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Italian blogger-turned-businesswoman Chiara Ferragni wears Louis Vuitton's Shake collection, now available in new shades. Image credit: Louis Vuitton

By AMIRAH KEATON

French fashion house Louis Vuitton's latest effort sees the maison sticking with a tried-and-true marketing model.

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As many question the future of platforms such as Instagram as short-form video platforms proliferate, one of luxury's highest-grossing brands has opted to engage a social media mogul credited for having helped carve out the digital influencing space. Italian blogger-turned-businesswoman Chiara Ferragni proves powerful while wearing Louis Vuitton's Shake collection in a new campaign.

Branded blueprint

Ms. Ferragni's central role in Louis Vuitton's accessory-focused advertising slot proves that a few founding content creators are here to stay.

LVMH's flagship brand has previously worked with the entrepreneur, but never before in this capacity. The occasion?

The logo-centric assortment, which centers a motif inspired by the clasp of the Twist bag, is now available in new shades.

#ChiaraFerragni for **#LVShake**. Revisited in an array of elegant new hues, the iconic LV Shake shoe embodies a contemporary femininity, exemplified by Chiara Ferragni in the latest campaign for **#LouisVuitton**.

Louis Vuitton (@LouisVuitton) **May 14, 2023**

Widely regarded as having provided the blueprint for the field of content creation as known today, the creative hails from an era of social media that, early on, remained absent of lucrative affiliate links or front-row fashion show seats.

The maven is credited with having flipped the proverbial forces of fashion, beginning her ascent in 2009. Harnessing the power of peer-to-peer marketing, what began as a small blog called "The Blonde Salad," established that year, has since erupted into a full-fledged lifestyle empire, with Ms. Ferragni at the helm.

Today, Ms. Ferragni has been given a starring role in the brand's latest production, a feat that just over a decade ago would have been unheard of.

[#ChiaraFerragni](#) for [#LVShake](#). Inspired by the clasp of the iconic Twist bag, the LV Shake shoe exudes a timeless feminine allure, as personified by Chiara Ferragni in the latest [#LouisVuitton](#) campaign. Discover the collection at <https://t.co/LTf2ojHy5x> pic.twitter.com/rj5jTTPq4R

Louis Vuitton (@LouisVuitton) [May 14, 2023](#)

Though her achievements run about a decade or so deep, her aspirations reach new heights as she fronts a leading luxury campaign not just on social feeds, but across the brand's digital platforms whereby the star is spotted wearing Louis Vuitton's Shake collection.

Tried-and-true

As opposed to tapping a celebrity, as was the case with Zendaya earlier this month ([see story](#)), or looping in a sports star like Lionel Messi ([see story](#)), Louis Vuitton's newest delivery continues a string of strategic approaches.

The influencer marketing sector is set to reach an estimated market size of \$21.1 billion in 2023, up 29 percent from last year, as Statista ranks Ms. Ferragni the most popular Italian influencer on Instagram. Over the course of a 14-year career, she has amassed millions of followers, working with the likes of Chanel, Dior and Gucci in the process.

Board member status was bestowed upon the savvy executive by Italian fashion label Tod's the year prior, causing a surge in stock value in the announcement's aftermath. The Forbes "30 Under 30" CEO's rise inspired Harvard Business Review to run its first-ever case study on a fashion influencer.

[View this post on Instagram](#)

A post shared by Louis Vuitton (@louisvuitton)

The fashion week front-row regular is still adding notches to her belt. The second season of Ms. Ferragni's reality show airs on Amazon Prime this week, for example.

Her Louis Vuitton shots began rolling out on Monday.

Ms. Ferragni has managed to climb her way to the top of an increasingly competitive industry, changing the way the entire ecosystem deals with those that now garner brands billions of dollars in annual sales and bringing her own engaged audiences along for the ride.

As bits of viral content launched relatively inexperienced, early adapters into the public sphere, Ms. Ferragni's excerpts serve as a reminder of the enduring power of a more traditional digital influence track.

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