

APPAREL AND ACCESSORIES

## Louis Vuitton celebrates fatherhood in cross-generational campaign

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*The maison is spotlighting products carrying the potential to appeal to dads across the board. Image credit: Louis Vuitton*

By ZACH JAMES

French fashion house Louis Vuitton is preparing for Father's Day.

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In celebration, the maison is spotlighting products that carry potential appeal to all who are celebrated on the annual observance. The promotion, which started Monday, June 12, includes scents, leather goods, watches, travel cases and a wide selection of comfort-driven apparel, but nothing exclusive or new.

"This campaign does a great job in delivering a solid cross-promotion for all men's products that fit under the 'gift' category, but not much else," said Daymon Bruck, chief creative officer at [The O Group](#), New York,

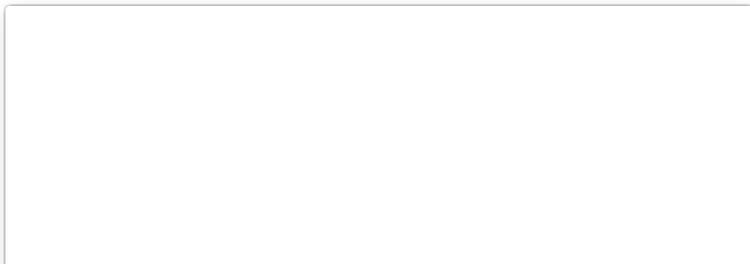
"Holiday campaigns, [for] any holiday, can help reinforce a brand's personality or values if there is a compelling concept driving it to be more than a photoshoot featuring recent products."

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

### Showcasing fatherhood

With the goal of connecting generations, Louis Vuitton's Father's Day slot seeks to celebrate giving back to parents with a collection of the maison's iconic designs.

Male models pose and play with children in a white room, wearing the previously released pieces spotlighted. "Get Away" by Lou Teti plays as the father figures use modern devices, 1990s VHS camcorders and Polaroid cameras to capture the moment in a show of sentimentality, seemingly fitting for a repurposed collection.



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A post shared by Louis Vuitton (@louisvuitton)

Though focused on paternal relationships, the imagery lacks observance-specific references, Louis Vuitton remaining general in details.

"What strikes me most about this LV Father's Day campaign is that it could be promoting any gift-giving holiday that might feature a father and his children," Mr. Bruck said.

Despite its versatility, the effort seems more grounded in the father-to-child bond than last year's campaign, which did not include a baby.

Highlights from the promo include the suede overshirt, the Fastline messenger bag and the Tambour Street Diver Chronograph, priced at \$1,600, \$2,670 and \$11,105, respectively.

The promotion will run through Father's Day on Sunday, June 18.

Superficial showing

The Louis Vuitton Father's Day campaign, which has launched arguably late with the holiday arriving just six days later, does not just lack a head start.

"In addition to this campaign feeling a bit flat and uninspired for LV, it's not even remotely attempting to show diversity on any level," said Mr. Bruck.

"There is always a branding opportunity to make a promotion such as this a creative statement about the role of family or the uniqueness of the holiday," he said. "This campaign does neither, unfortunately."

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The exclusion of people of color stands out compared to other luxury brands' shows of support for the holiday, ([see story](#)). Though often leaving something to be desired, campaigns are beginning to reflect a holistic vision of fatherhood.

Louis Vuitton was able to achieve this on the motherhood front with the 2023 Mother's Day campaign ([see story](#)). The maison's efforts for the maternal holiday were much greater in scope, featuring exclusive items, rather than purely recirculated pieces, as part of the accompanying collection.

That initiative, while featuring a similar aesthetic and focused more on mothers with grown children, rather than babies and toddlers featured children with two mothers and a diverse cast of models.

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