

SOFTWARE AND TECHNOLOGY

Louis Vuitton dives into brand history via Virtual Reality

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The "Asnires Immersive" adventure melds past and future, showcasing the maison's artisan roots and the scientific capabilities of the future in a first-person experience for modern customers. Image credit: Louis Vuitton

By EMILY IRIS DEGN

French fashion house Louis Vuitton's latest activation taps into the power of Virtual Reality (VR).

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For the annual Viva Technology Expo, taking place in Paris from June 14 to June 17, the brand has created a 20-minute engagement for visitors, allowing them to travel back in time to explore its history. The "Asnires Immersive" adventure melds past and future, showcasing Louis Vuitton's artisan roots and the scientific capabilities of the future in a first-person experience for modern consumers.

"Luxury branding always aims to emphasize a unique and exclusive experience for customers," said Mathieu Champigny, CEO of **Industrial Color**, New York.

"This new development for Louis Vuitton aligns with the legacy positioning of the brand by evoking a feeling of exclusivity and desirability," Mr. Champigny said. "Any new developments in their branding have the potential to attract affluent customers who are willing to pay a premium for the brand."

"Instant engagement and a sense of belonging are important factors and the ultimate impact on sales will depend on how LV plans to integrate VR long term."

Vuitton family ventures

The VR offering takes consumers to the 19th-century family home of Louis Vuitton, in a partnership of embracing its heritage status as a brand and leaning into the current momentum for immersive marketing.

Many young consumers especially seek sensorial experiences on fronts such as fashion, technology and travel for stress relief ([see story](#)) or otherwise. As a result, many luxury brands are venturing into the realms of Artificial Intelligence (AI), digital hang-outs and more.

Asnires Immersive. This unique VR experience takes you to the historical heart of the Maison, delving into the family home and the visionary world of Louis Vuitton. Join us at Vivatech June

14th-17th, and discover more at <https://t.co/TfhziEpPV9#LouisVuitton #Vivatech2023>
pic.twitter.com/yYGCd9Jpzr

Louis Vuitton (@LouisVuitton) June 13, 2023

Having only recently entered the Web3 space itself (see story), Louis Vuitton is kicking it up a notch with the "Asnieres Immersive."

Accompanied by VR versions of Mr. Vuitton and other founding leaders, as well as maison mascot Vivienne, those partaking in the experience get close-up looks at a significant place.

Exploring the recreation of the founder's family home including the office, workshop and garden and moments from his life, consumers can even jump inside iconic pieces, such as Louis Vuitton trunks in a move that highlights the intricate savoir-faire that the brand has historically touted.



Vivienne guides participants throughout the new experience, providing structure to the intricate world. Image credit: Louis Vuitton

The effect is a total and visual deep dive into the places and people that brought forth some of Louis Vuitton's most recognizable house codes.

"Using this historical site as a bridge to a more modern experience, one close to the metaverse, is not only smart but evokes a feeling of education and admiration for the brand's history, taking you to where it all began," Mr. Champigny said.

"Emotional connections and feelings of exclusivity drive customer loyalty and repeat purchases and Louis Vuitton has succeeded in this area for decades," he said. "This high level of branding often relies on creating aspirational value, where customers aspire to be associated with the brand and its image.

"When customers feel a strong connection to a luxury brand, they are more likely to become brand advocates and promote the brand to others."

Vying for VR

According to Louis Vuitton, the project arose out of an awareness that consumers are looking to be surprised and wanting new ways to interact with their longstanding luxury brands, the latest technology often expressed as a desired method of choice.



VR goggles, particularly used by gamers in recent memory, are playing new roles as luxury fashion provides them at in-person events in the name of storytelling. Image credit: Louis Vuitton

VR continues to prove especially appealing to brands just beginning their high-tech integration due to the maturity and capabilities of the science behind it. It is also a favorite among luxury consumers, who have been increasingly exploring it since the COVID-19 lockdown ([see story](#)).

"A main and exciting focus of virtual reality is its ability to bring viewers to locations rich with history; the Pyramids of Egypt, the Eiffel tower in France, Christ the Redeemer in Brazil," Mr. Champigny said.

"Visiting any of these without travel is a luxury, which is precisely what Louis Vuitton is all about."

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