

INTERNET

Louis Vuitton plugs brand legacy via animated film

June 7, 2012



By TRICIA CARR

Louis Vuitton is showcasing its classic board game case covered in the signature Damier checkerboard pattern in a 60-second animated film that the label presented to its online magazine subscribers and social media fans.

[Sign up now](#)

Luxury Daily

The fashion house is showing its classic game case in an animated film called "All Aboard Games." The video was produced by III Studio to show how games are part of human history.

"I think the strategy is to get the video to go viral among the Louis Vuitton's following," said Josh Marcus, a Wilmington, NC-based digital brand strategist.

"The brand, as a whole, has been displaying more and more vintage lifestyles," he said. "For example, the classic cars that were shown last month further emphasize this.

"Louis Vuitton wants to bring out the attitude that 'we were here before, we are still here to stay and no one knows classic style the way we do.'"

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

Louis Vuitton did not respond before press deadline.

Game on

All Aboard Games shows "the fantastic and surrealist voyage inside a Louis Vuitton game case," per the label.

The animation is set to piano music and features bright orange, yellow and blue games and the classic Louis Vuitton checkerboard pattern on the game case.

The film starts by showing the game case on a bright orange background. It opens to reveal a chess board.

A yellow poker chip is dropped into the case, which turns into a blue Louis Vuitton clock against a yellow sky with clouds.

The video transitions to show a line of chess pieces that fall one by one with the domino effect. These pieces are standing on a line of Louis Vuitton logos.



Video still

The screen travels down and shows poker chips and then a roulette board. The roulette ball rolls out of the roulette spinner and back up the screen.

The ball becomes a dot on a die, which then transforms into a box of cards.

Cards are shown against an orange sky with clouds, but soon land on a black jack table in the correct game formation.



Video still

The video continues to show games such as dominoes and backgammon. Most of the game pieces and boards have the Louis Vuitton logo or blossom insignia.

At the end of the film, all activity is closed within the Louis Vuitton game case.

All Aboard Games film

History lesson

Louis Vuitton presented the video to fans via its online magazine called “[New, Now](#)” and social media accounts including [Facebook](#), [Twitter](#) and [YouTube](#).

The label used its magazine to explain that the video shows how “these board games have become an expression of part of our human nature.” It also wrote that it is presenting the universe of games with ones that Louis Vuitton offers, as well as showcasing its iconic Damier checkerboard print created in 1888.

Louis Vuitton seems to be pushing its history lately, which is probably a move to educate new consumers on its design background.

For instance, the label developed an iPad application around what first made it famous: luggage and trunks that span back to the brand’s creation.

The 100 Legendary Trunks iPad app is full of exclusive brand information including unpublished texts and documents, videos, sound clips and images ([see story](#)).

100 Legendary Trunks app video

By showing classic games in its newest social video, the brand is likely asking young consumers to learn about its legacy.

“This video adds a lot of value to the brand because it helps the consumer know that Louis Vuitton is not only fitting among any age group, but they are also a premier brand that is here to stay,” Mr. Marcus said.

“It really is targeted to all of the demographic groups, because it is centralizing on games that all groups of people have played,” he said. “But this video will be mainly shared among the younger generation, because they are more adapt to sharing this kind of material, versus the older generations may not have the complete understanding yet.

“I think the goal was to generate more interest with the younger generation in the brand while getting the older generations to consider purchasing and investing in products for their children, because it is almost like passing down some of their heritage.”

Final Take

Tricia Carr, editorial assistant on Luxury Daily, New York

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.