



little easier by offering insider tips and tricks."

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

Louis Vuitton did not respond before press deadline.

Last-minute packing

The **Art of Packing** experience is hosted on Louis Vuitton's Web site under the travel section.

The packing demonstration is presented with a soft, lively tune while the Art of Packing headline unfolds on the screen. The music continues as the experience loads.

Louis Vuitton products including its suitcases, travel accessories, sunglasses, dresses, shirts and shoes are scattered on the screen.

To the left, a menu tells users what they must do to pack each suitcase. As users go through the steps, each move is described on the right of the screen.



*Alzer suitcase packing demo*

First, the Alzer is described as “the ultimate luxury hard-sided suitcase.” When users click “pack the bag” on the left, the suitcase opens, the removable try comes out and the straps unbuckle.

The first item that needs to be packed begins to move on the screen. In this case, the Louis Vuitton travel pouch must be put at the bottom of the suitcase since it is the heaviest item.

Next, the cosmetic pouch moves. Users must click on it to put it in the suitcase and read the packing instructions on the right.



## *Alzer packing demo*

After some of the items are packed, the removable tray returns to the bag. When the last item is packed, the bag closes and moves upright.



## *Alzer packing demo*

Other instructions for packing the Alzer include how to fold a dress, fold a jacket pants and skirt together and fold a blouse.

For example, when users want to fold the blouse, a shirt appears on the screen spread out. Users must follow the arrows and the instructions on the right.

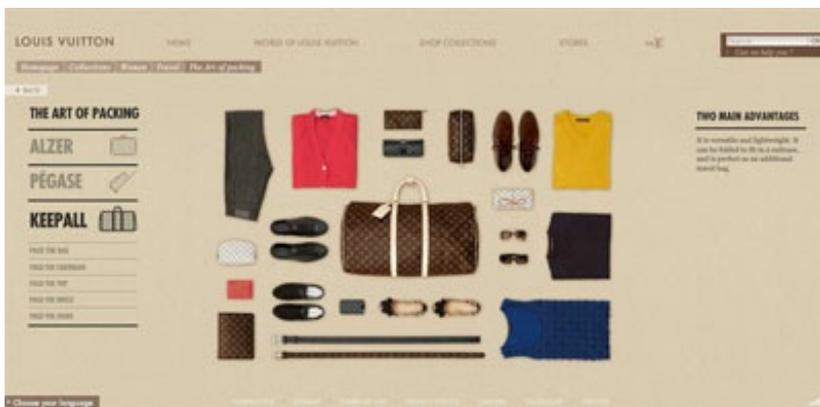
The first step is to button all of the buttons on the shirt, and users must slide the arrow up to the shirt to do so. The arrows also let users flip the shirt, fold in the arms, fold the shirt in half and flip up the collar.

The Pégase and the Keepall packing demonstrations follow the same format as the Alzer packing instructions, but items and packing techniques differ slightly.



## *Pégase packing demo*

Men's items such as a suit, jeans and bow ties are shown around the Pégase rolling suitcase.



### *Keepall packing demo*

The Keepall travel bag is packed with items for both men and women such as a women's cardigan and men's shoes.

Packing tips for the Keepall bag involve rolling the clothes.

### *Art of Packing video*

Inspiring travel

Some luxury brands outside of the travel industry are aligning with the summer vacation season to push certain products.

For example, Italian fashion house Bottega Veneta is using multichannel efforts that include a short film, email and catalog to push its selection of travel products such as suitcases, trunks, duffels, carry-ons and small cases as well as its monogramming service ([see story](#)).

In addition, New York-based retailer Bergdorf Goodman partnered with the Melanoma Research Alliance during Melanoma Awareness Month in May to promote safe sun habits for summer and UV-protecting beauty products to consumers via social media initiatives and in-store events ([see story](#)).

Louis Vuitton is showing consumers that its products are not just for show, but they can also function well when traveling. Digital was probably chosen for this product push because of the interactive elements that could be incorporated.

“Interactive digital experiences like this work for luxury brands because consumers love

to see how a product can be used," Ms. Dillon said. "If a brand can successfully demonstrate in multiple ways how a product can be managed and utilized, it will add value and credibility as it eliminates any kind of doubt in the consumer's mind.

"What I love about this digital experience is that, in addition to promoting the travel trunks, it shows the consumers how to properly fold and pack clothes and accessories in each type of suitcase that Louis Vuitton carries," Ms. Dillon said. "This alone will add value to the brand because it is helping the consumer with something that can quite often be a daunting task.

Since the label is pushing its Art of Packing experience via the travel section of its Web site and social media, it will probably get a lot of clicks.

"The Art of Packing is highly shareable and engaging," Ms. Dillon said. "Once the consumers see it shared across Louis Vuitton's social media networks, it should generate a substantial amount of attention."

Final Take

*Tricia Carr, editorial assistant on Luxury Daily, New York*

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