

MULTICHANNEL

Louis Vuitton Core Values campaign supports multiple charities

September 28, 2010



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Louis Vuitton Journeys' latest Core Values multichannel ad campaign frontlines U2 rockstar Bono and wife Ali Hewson, aligning the brand alongside a variety of charities.

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Bono and Ms. Hewson both appear wearing their own ethical fashion line Edun, which they founded in 2005 to encourage the fashion community to work in Africa. Louis Vuitton Moët Hennessey took 49 percent stake in the brand in 2009.

This is the first time another brand has appeared in a Louis Vuitton ad.

The campaign was shot on location by photographer Annie Leibovitz and supports Al Gore's [The Climate Project](#). The tagline is "Every journey began in Africa," and features the couple arriving on South African grasslands in the foreground, with a small airplane in the background.

Here is a screen grab of the ad on the [Luis Vuitton Web site](#):



Though Bono and Ms. Hewson are wearing their own line, Ms. Hewson is carrying a Keepall co-designed by Edun and Louis Vuitton.

It is Louis Vuitton's first product made in Africa and a portion of its sales go to TechnoServe and Conservation Cotton Initiative.

TechnoServe helps people in developing countries build profitable businesses, encouraging economic growth.

Conservation Cotton Initiative, founded by Ms. Hewson and Bono, invests in sustainably harvested cotton, promoting the improvement of African communities.

The couple's appearance fees support both charities in addition to **Chernobyl Children International**, which partners with communities and families to provide relief from the 1986 nuclear disaster.

Each Keepall comes with a hand-crafted charm created by fair-trade jewelry label MADE and a plaque featuring the campaign tagline.

MADE trains African artisans in jewelry-making skills and provides them with fair wages and support in attempts at breaking the poverty cycle.

The multichannel ad campaign is being promoted on the Louis Vuitton's Facebook page, which has 1,324,315 "likes," and with four separate videos on its YouTube channel.

Here is a screen grab from Louis Vuitton's Facebook page:



The making of the video, which runs on both Louis Vuitton Journey's Web site at <http://www.louisvuittonjourneys.com> and its YouTube channel, shows the making of the campaign.

Here is the video from Louis Vuitton's YouTube channel:

The other three videos are between 18 seconds and one and a half minutes long, and feature Bono and Ms. Hewson explaining the Edun line, their interest in Africa and why trade is important to the continent.

The message behind the Core Values campaign is that traveling is an emotional experience that enables self-discovery. Past campaigns featured Mikhail Gorbachev, Catherine Deneuve, Keith Richards and Sean Connery.

Final Take

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