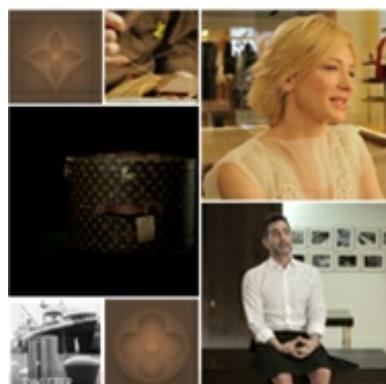


INTERNET

Louis Vuitton showcases classic monogram via personal brand stories

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By TRICIA CARR

French label Louis Vuitton is bringing attention to the history of its classic monogram pattern in a video series that depicts well-known personalities discussing their experiences with the print.

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Personalities featured include head of special order Patrick Louis Vuitton, artistic director Marc Jacobs and actresses Catherine Deneuve and Cate Blanchett. The videos are presented together in a patchwork format on Louis Vuitton's Web site, likely so that the label can control the content presented to affluent consumers on the digital platform.

"While most luxury brands emphasize the uniqueness and rarity of their products, Louis Vuitton has taken a different strategy with Monogram Stories," said Jordan Phillips, founder and director of [Lure of Luxe LLC](#), New York.

"The Louis Vuitton monogram is now ubiquitous, and I was pleasantly surprised that this initiative unapologetically acknowledges this fact, and even embraces it," she said.

"For many affluent consumers, particularly in emerging markets, widespread recognition of a luxury product is actually quite important, so Louis Vuitton is smart to capitalize on this."

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

Louis Vuitton did not respond before press deadline.

The makings of a classic

Louis Vuitton seems to be pointing out the high-class appeal of its iconic monogram print used for many of its handbags and luggage in an all-digital campaign.

Users can reach the Monogram Stories site section from the homepage of Louis Vuitton's Web site and its Facebook page.

The series is made up primarily of videos that show noted personalities discussing the monogram print, but two videos show the making of the bag and historic items. There are also historic image galleries.



Monogram Stories

One video featuring Ms. Deneuve shows the actress describing the monogram design as mysterious and untouchable. It also shows close-up shots of parts of Louis Vuitton bags.

Monogram Stories video

Another video shows Mr. Jacobs talking about the print and what it does for a woman who carries a bag.

It seems that Louis Vuitton will release additional content for the Monogram Stories campaign.

"The campaign uses storytelling as a means to connect the brand to personal histories," said David Doze, president/CEO of **Pilot PMR**, Toronto. "This approach reinforces both the unique and lasting qualities of the Louis Vuitton monogram line."

"Digital was absolutely the right approach for this effort," he said. "We not only see the gorgeous bags and cases take on a beautiful patina over time, but we hear firsthand how they have played a lasting role in our lives."

Crowd control

Louis Vuitton often uses its Web site as the venue for its digital campaigns. This is likely so the brand can closely monitor consumer interactions.

For instance, Louis Vuitton created buzz for its Shanghai fashion show via an all-digital initiative that followed photographer and blogger Todd Selby from the brand's base in Paris to the show's set.

The Louis Vuitton Express campaign was hosted on a microsite and consisted of posting daily videos and images ([see story](#)).

In addition, the label showed consumers how to pack all three of the label's classic bags with a virtual demonstration and do-it-yourself experience called the Art of Packing which it pushed within the travel section of its Web site ([see story](#)).

Louis Vuitton is posting the campaign on its social channels, but the content comes together on the patchwork viewing page on the brand's Web site.

In addition, the YouTube videos are unlisted so that consumers can only view the videos when they click from Facebook.

While some luxury brand digital campaigns aim for increased engagement, the goal of this campaign seems to be to give the label's online audience a prestigious, controlled brand experience.

"The collection of stories admits that the monogram bag is the most recognizable, but manages to turn this into a positive attribute, which can be a challenge in luxury," Lure of Luxe's Ms. Phillips said.

"Having Marc Jacobs assert that the monogram client is a strong woman who wants to be noticed provides a much-needed justification of logo loving in the mind of the consumer," she said.

"The monogram is a key part of Louis Vuitton's image, so anything that promotes the past and present significance of the monogram adds value to the brand overall."

Final Take

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