

INTERNET

Louis Vuitton showcases lesser-known product category in video series

April 18, 2013



By TRICIA CARR

French fashion house Louis Vuitton is pushing its history of producing table games with a new video installment.

[Sign up now](#)

Luxury Daily

The label worked with French graphic artist Honet to create a 90-second clip that takes consumers through a video game-like scenario. This effort is the second in a series that shows how Louis Vuitton has contributed to the table game industry.

"Approaching the gaming product category from a historical standpoint, but communicating this in a modern context is something the Louis Vuitton brand prides itself upon," said James Gardner, founder/CEO of [Createthe Group](#), New York. "This is another example of Louis Vuitton blending the old and the new – a method they have become synonymous for."

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

[Louis Vuitton](#) did not respond before press deadline.

Get the ball rolling

Louis Vuitton is giving consumers a quick look at the table games it has created over the years in "The Game Parade," per the label.

Gaston-Louis Vuitton, the grandson of founder Louis Vuitton, made and collected board games.

Throughout its history, the brand also created accessories such as chessboards, dominoes and cards in its signature patterns.

In 2008, the label established a line of monogrammed cases and chests that are designed to carry games such as backgammon, dice and poker.

Louis Vuitton is showing graphic images of some of its game-related products in the new video, which starts with a simple animation of a pool player.

The character shoots a red monogrammed ball into a hole on the pool table – a gaming item that Louis Vuitton has produced – as the video continues to follow its path. It is set to various sound effects and melodies.



Video still

The ball rolls around a spiral funnel and through a crooked pipe. Then, it bounces into a magician's hat and is transported to a video game-like scene made from Louis Vuitton items such as cards and chess pieces.



Video still

The video ends as the ball rolls into a dark abyss.

Embedded Video: <http://www.youtube.com/embed/OxczckEvCz0>

The Game Parade

"Our data suggests the most successful video content in terms of digital consumption is around 45 seconds," Mr. Gardner said. "This is particularly poignant with mobile video consumption in mind.

"That being said, the creative concept – somewhat reminiscent of Fischli & Weiss' *Der Lauf der Dinge* – lends itself to engaging the viewer over a slightly longer period of time," he said.

Playing the game

Last year, Louis Vuitton showcased its classic board game case in the signature Damier checkerboard pattern through the first installment of its gaming campaign called "All Aboard Games."

The first video shows "the fantastic and surrealist voyage inside a Louis Vuitton game case." It was produced by III Studio to show how games are part of human history, per the label.

The animated spot is set to piano music and features bright orange, yellow and blue games and the classic Louis Vuitton checkerboard pattern on the game case ([see story](#)).

Many consumers know Louis Vuitton for its leather handbags and trunks, but this intermittent campaign will help the label remind its social followers of its history and expertise in a different product category.

"They are trying to target other categories in their product line that may not have as much recognition, as well as reaching a refreshed segment of clientele with this category of products," said Dalia Strum, professor at the [Fashion Institute of Technology](#) and founder of [Dalia Inc.](#), New York.

"This is a great approach to utilize video-sharing to develop stronger connections with their clientele and embraces the artistic and creative aspects of fashion and it's synergies with art and music," she said.

Final Take

Tricia Carr, associate reporter 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.