

MOBILE

## LVMH teases behind-the-scenes events with dedicated Instagram account

May 8, 2013



By TRICIA CARR

French conglomerate LVMH Moët Hennessy Louis Vuitton is generating excitement for the “Les Journées Particulières” weekend in Europe June 15-16 with a dedicated handle on mobile-social platform Instagram.



LVMH is targeting consumers and tourists in European countries by revealing the work spaces of its brands in Britain, France, Italy, Spain, Switzerland and Poland during the Les Journées Particulières weekend. The dedicated Instagram feed shows images of the physical sites that will be open to the public to up anticipation for the event via consumers' mobile devices.

"This is about the journey," said Chris Ramey, president of **Affluent Insights**, Miami, FL. "It's about the specialness and quality of the product, so taking clients along on the journey of all that is LVMH is a sure way to create brand apostles."

"Engage clients and make them feel like they are part of the brand," he said. "It is what every luxury marketer has to do."

Mr. Ramey is not affiliated with LVMH, but agreed to comment as an industry expert.

**LVMH** was not available for comment before press deadline.

Picture this

Consumers can follow [@Les\\_Journees\\_Particulieres](#) on Instagram to see the behind-the-scenes images.

LVMH kicked off the new Instagram account with an image of beauty brand Guerlain's production headquarters in Orphin, France. The image shows dated bottles of its formulas and gives a glimpse at the atmosphere of the space.



*Guerlain image*

Each image posted to the Instagram account is tagged with #JPLVMH.

The second image posted by [@Les\\_Journees\\_Particulieres](#) shows a row of mannequins wearing apparel by Emilio Pucci at the brand's Italy-based headquarters. Spectators are shown in the background.



*Pucci image*

Another image of watchmaker Hublot's Switzerland workshop hints at the type of access that consumers will get during the Les Journées Particulières weekend. The shot shows work tables and machinery, but no employees.



*Hublot image*

Other images show a Bulgari bag in the making, Dior's Paris headquarters, a worker at the Hennessy workshop and watchmaker Zenith's coat of arms.



*Bulgari image*

Instagram is a popular channel for luxury marketers to share compelling images and trigger engagement with young, affluent consumers.

Something as simple as Instagram images could tempt more consumers from cities around the world to sign-up for tours during Les Journées Particulières, while increasing brand loyalty.

"Brands who utilize social media well are using it to give their customers, and potential customers, an all-access backstage pass to how products are designed and manufactured," said Christine Kirk, CEO of **Social Muse Communications**, Los Angeles.

"Consumers are fascinated by the inner-workings of their favorite brands, and by sharing photos on their Instagram channel, LVMH is giving consumers the ability to connect to their brands in a personal way, thus building long-lasting loyalty," she said.

The brands are back

Les Journées Particulières has not taken place since 2011 when LVMH drew more than 100,000 consumers to 25 brand locations across Europe.

But this June, the public will again get a behind-the-scenes look at some of the conglomerate's brands at the venues where they develop their goods.

More than 40 locations will open their doors for this year's Les Journées Particulières, counting some of those that were accessible during the 2011 event such as Dior's studios, the Louis Vuitton family home and Berluti's Paris-based workshops.

New this year are Louis Vuitton's workshop in Marsaz, France; the Switzerland-based workshops of Zenith, TAG Heuer and Hublot; and other places.



In addition to the Instagram handle, LVMH is using a video campaign to raise awareness for the weekend-long event to its global audience.

The 90-second spot features four participants in the first Les Journées Particulières who describe their experience in their native language.

Embedded Video: <http://www.youtube.com/embed/ffLBSgycLd8>

*Les Journées Particulières video*

Consumers can make reservations for the weekend through a Facebook application starting May 15 ([see story](#)).

The Instagram account could add a surprising amount of awareness to the campaign, per Mr. Ramey.

"Good marketing is about testing, and Instagram is a relatively new platform, so it's prudent to test its effectiveness," Mr. Ramey said.

"Rouge strategies are innovative and create an aha moment that you might not have arrived at otherwise," he said.

Final Take

*Tricia Carr, associate reporter on Luxury Daily, New York*