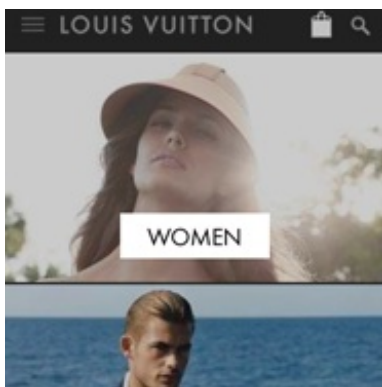


MOBILE

Louis Vuitton enlists playful video for new US mcommerce foray

July 3, 2013



By JOE MCCARTHY

French fashion house Louis Vuitton unveiled its new mobile commerce Web site July 1 that offers consumers in the United States the opportunity to shop on the go.



Louis Vuitton chose to break the news via a short video that inspires spontaneity by delving into an imaginative landscape. The brand is likely to see uplifted brand interest in the U.S. by opening up this new corridor for shopping.

"With a strategic media investment, Louis Vuitton will be able to target affluent women who are more likely to be interested in purchasing product via mobile commerce," said Amanda Rue, strategist at [Carrot Creative](#), New York.

"Consumers are quickly becoming more comfortable with purchasing via mobile devices, and Louis Vuitton is optimizing their mobile strategies to align with this trend," she said.

"It is likely that this will increase mobile sales as the video builds awareness of this new functionality."

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

[Louis Vuitton](#) declined to comment directly.

Forget planes

The video brings viewers on a fun ride to herald the news of mobile commerce in the U.S.

Embedded Video: [//www.youtube.com/embed/3D_7rjixsLU](http://www.youtube.com/embed/3D_7rjixsLU)

Louis Vuitton presents M-Commerce USA

A woman checks her phone and unlocks the mobile site with an explosion of color.



Video still

Then, a bridge unfurls between France and the U.S., which establishes the unfettered rules of the video.



Video still

The Eiffel tower and other French landmarks spin, ascend and change colors on the screen.



Video still

The bridge continues to materialize across the U.S., likely implying that all American mobile users can now shop Louis Vuitton and that brand is continuing its quest for global relevance.

A concierge marches into the foreground and then emerges from the woman's phone, which signifies Louis Vuitton's commitment to customer relations.



Video still

The video, although abstract, portrays the brand's objective in a clear manner. With the new mcommerce site, U.S. consumers can achieve the brand's advertised glamour with their mobile devices.

Looking beyond the gloom

Louis Vuitton has previously used uncanny animations to promote new products or information.

For instance, the label 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](#)).

Also, the label worked with French graphic artist Honet to create a 90-second clip that takes consumers through a video game-like scenario, which is second in the series.

The video titled "The Game Parade" takes consumers on a journey through multiple games by following a red monogramed pool ball ([see story](#)).

Furthermore, the irreverent tone allows the brand to target younger, aspirational consumers.

"It is not a brand video that aims to lift brand perception, but rather serves a more practical purpose," Ms. Rue said.

"Using a playful tone and lighthearted music will appeal to a younger, female customer base," she said.

"Instead of simply telling this audience that mobile commerce is available, Louis Vuitton shows this in a way that is more interesting, visual and shareable."

Final Take

Joe McCarthy, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/xZ-3_27dD-Q](https://www.youtube.com/embed/xZ-3_27dD-Q)

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