

INTERNET

Quentin Jones jolts Louis Vuitton's accessories collection with exuberant video

October 16, 2013



By JOE MCCARTHY

French fashion house Louis Vuitton enlisted artist and fashion filmmaker Quentin Jones to imbue its fall/winter accessories collection with her signature energetic and exuberant style.

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The video includes rapidly morphing shapes and colors, fractured planes and music similar to a video game while presenting many looks of the fall/winter accessories collection. Teaming up with an acclaimed filmmaker grants the brand the ability to reimagine what it stands for.

"I appreciate the filmmaker's bold choices," said Balind Sieber, digital creative director for global creative agency [ATTIK](#), San Francisco.

"I found the video cool but not compelling," he said. "Would like to have felt a beginning, middle, and an end to give the spot some purpose.

"It conveyed the product line, but I would prefer to have seen the geometric theme in the product images rather than in the props of the environment."

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

Louis Vuitton declined to comment directly.

Bursting collage

The video highlights the collection's scarves, shawls, belts, eyewear and jewelry inspired by Art Deco. A mixture of collage and photo montage displays a number of the combinations afforded by the collection.

The fanciful tone begins immediately as three Louis Vuitton logos bobble frenetically and change colors. A model appears and begins dancing to the music as images are spliced into and out of the scene.



Video still

Scarves, shawls and belts are emphasized in the first half of the video, in which the model transports across the screen, changes size and is warped to fit many arrangements.



Video still

Despite the video's chaos, clean shots of the collection appear and the sheer energy of the scenes will likely pique the interest of consumers.

The second half of the video focuses on eyewear and jewelry and features the same jaunty, cartoonish arrangements.



Video still

The video ends with a return to the Louis Vuitton logo sporadically changing colors.

Embedded Video: [//www.youtube.com/embed/vsnIa8eJ3wc](https://www.youtube.com/embed/vsnIa8eJ3wc)

Louis Vuitton Presents Fall/Winter Accessories with Quentin Jones

Ms. Jones has worked with Louis Vuitton on other film projects.

Making the frame

Although video is one of the more common marketing strategies, it still holds the potential for originality.

For instance, Italian fashion house Fendi is promoting its fall/winter 2013 menswear collection with a meditative and print-like video that showcases products more effectively than typical promotional videos.

Shot in slow-motion, the “Neverwinter Tale” video lingers on select items to give prospective consumers a grasp of the product range. While many promotional videos are designed to pique interest in a collection using fractured, rushed scenes, Fendi’s slow-progressing film may drive sales ([see story](#)).

Also, French leather goods and scarves maker Hermès captivated fans in a digital campaign with a symphonic video inspired by the brand’s new silver jewelry collection.

Although the brand has ventured into the digital arena before, “The Sound of Hermès Silver” campaign was designed to reach a global audience. The campaign drew on the expertise of various artists to deliver an artful video that aligns with the brand’s commitment to innovation and craftsmanship ([see story](#)).

Perhaps in future video collaborations with Ms. Jones, the brand will delineate a narrative arc.

“The video was stylistically interesting but not enough to hold my attention for an entire minute without a story arc,” Mr. Sieber said.

Final take

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