

INTERNET

Louis Vuitton shows wide appeal with model muse campaign video

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By SARAH JONES

French fashion house Louis Vuitton is creating desire among consumers for its new spring handbag collection by filming campaign models talking about where they would take their favorite handbag.

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The video, which stars Marc Jacobs' muses Catherine Deneuve, Gisele Bündchen, Fan Bingbing, Caroline de Maigret and Edie Campbell, gets personal responses from the models who talk about their ideal locales. By getting these comments from the models themselves, Louis Vuitton is able to show the diverse perspectives of the brand ambassadors and showcase the broad lifestyles into which its handbags fit.

"This video is a natural extension of the print campaign, but it's much more interesting because we get to hear the dreams of these fantastic fashion icons," said Jordan Phillips, New York-based author of ["The Lure of Luxe."](#)

"The style, nationalities and ages of the muses vary greatly, which makes the video more relatable to a wider audience," she said. "Consumers will be able to see that the new bag looks great on everyone and with a variety of different looks."

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

expert.

Louis Vuitton did not respond by press deadline.

Model musings

The video shows the models in the same situation as the print ads, wearing all black and holding different Louis Vuitton handbags. Throughout the video, the models hold the bags, playing with the strap or embellishments, showcasing the details.

Ms. Deneuve begins by saying she would go to the roof of the world in Malaysia.

Next, Ms. Bündchen says that she would like to teleport to Costa Rica, since she loves the fact that it is untouched.



Video still

Showing the range of Louis Vuitton's women, the house placed a clip of Ms. de Maigret talking about hopping on a motorcycle next to the soundbite of Ms. Campbell sharing that she would travel to the hills of England and ride a horse.



Video still

Getting more personal, the brand asked the muses to share their takes on fantasy.

Ms. Bingbing, speaking in Chinese, says that fantasy is not a pipe dream, but the origin of success.

Next, Ms. Deneuve ends the video, sharing her imagined state of being in a place that is

silent and very white while she is dressed all in black.

The NN14 bags are available for preorder, so this campaign is likely to create a degree of fantasy around the bags and make consumers excited to get their hands on the latest accessories.

Louis Vuitton asks where would you go with your NN14

Louis Vuitton teased the full video with a short clip of Ms. Bündchen posted on its Facebook page.

Insider's take

Acquainting consumers with the models behind a campaign can help humanize a brand. For instance, French atelier Lanvin took its fans behind-the-scenes of the photo shoot for its resort 2014 print campaign by showing the personal interactions and set dynamics of the video's making.

In the video, viewers get to see and hear portions of the model's experience on set, giving an inside look into the choices that the brand made while filming. By documenting its photo shoot, Lanvin is appealing to its avid fans who want to know everything about the inner workings of the brand ([see story](#)).

Louis Vuitton's most recent videos were animated, showing the light side of the fashion house.

The brand continued its Goose's Game holiday gift campaign with an outtakes video as a holiday greeting. The video showed the goose tripping over handbags during "filming" of the gift guide ([see story](#)).

Also, the brand placed its phone and tablet cases into retro arcade games in an animated video, showing the cases as blocks in Block Breaker or as missiles in a shooting game ([see story](#)).

This muse-focused video creates more of a dream around the handbags rather than being as product-focused as the holiday video campaigns.

"The video does a great job of promoting this bag, but in a more subtle way than some of

its previous videos," Ms. Phillips said. "The muses are the focal point, but the video still communicates the desired message that Louis Vuitton is a timeless brand with a heritage of travel."

Final Take

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