Luxury Daily®

The News and Intelligence You Need on Luxury

INTERNET

Louis Vuitton attaches personas to men's bags to broaden appeal

February 7, 2014

By SARAH JONES

French leather goods house Louis Vuitton attached personas to select models from its men's bag collection to showcase the products' utility.

Sign up now
Luxury Daily

Louis Vuitton's "A Man, a Voyage, an Iconic Bag" video series captures vignettes of the rooms belonging to three bags' fictional owners. Through these short films Louis Vuitton is able to showcase the broad appeal of its bags.

"All three of the bags are iconic Louis Vuitton bags for men," said Amanda Rue, strategist at Carrot Creative, New York. "The videos take an iconic product and breathe new life into them by adding a fresh, but classic context.

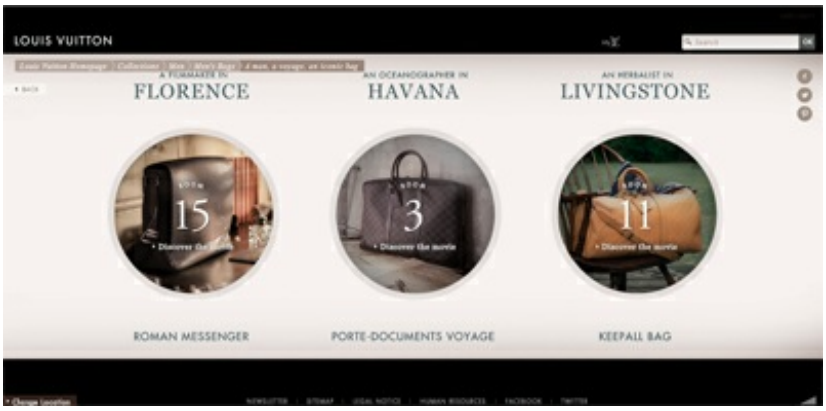
"The videos all support the larger Louis Vuitton brand positioning around travel and exploration," she said. "While the videos do not include people, they each tell a story of three interesting world travelers and the products that fit beautifully into their lives."

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

Louis Vuitton did not respond by press deadline.

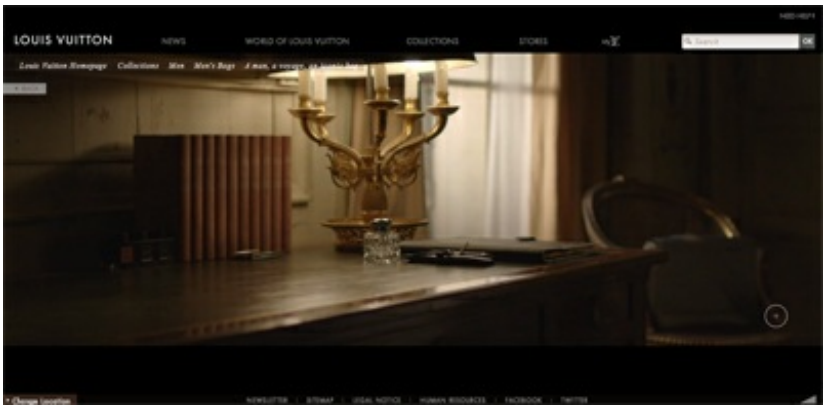
Profile picture

Louis Vuitton is featuring the stories both on its Web site's homepage and its page for its men's bags. When users click the link, they are taken to a dedicated page for the series, which shows all three profiles and allows users to watch any of the films.



Louis Vuitton Web site

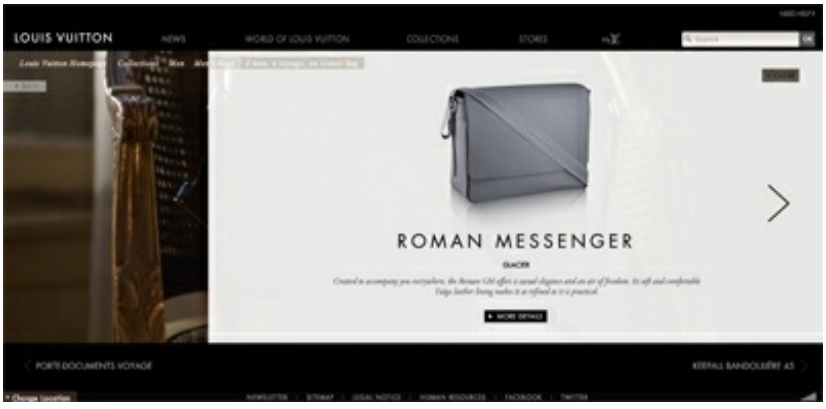
The first room, belonging to a filmmaker in Florence, showcases Louis Vuitton's Roman messenger bag. Classic music plays in the background as the camera pans around the dark room, which features vintage accessories such as a bust and gilded candle holder.



Video still

A film camera plays a movie in the background, shedding light on the bag sitting on a chair.

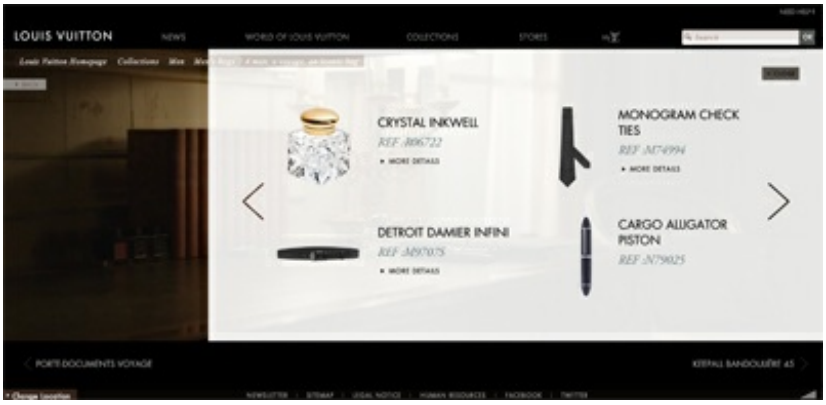
Each time the bag is shown on screen, a small circle icon pops up. If a consumer clicks the icon, the movie pauses and an overlay with product information appears.



Video still

From that same overlay, consumers can browse all of the Louis Vuitton accessories

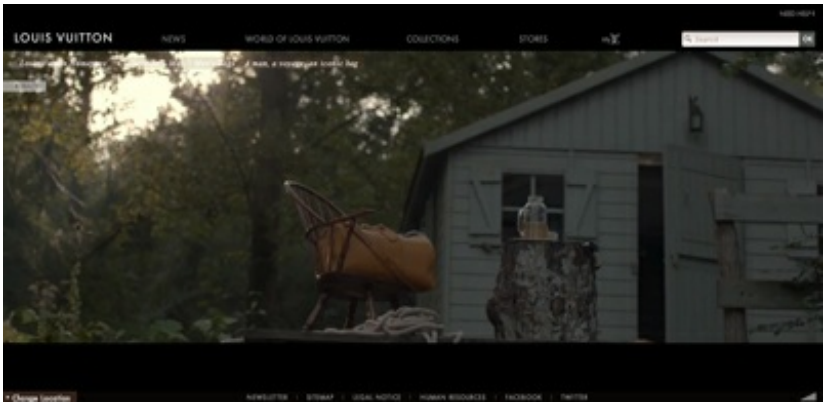
included in the film. These product pages can also be accessed through links under the video.



Video still

Once one movie is playing, the microsite plays all of the others automatically on a loop.

The Keepall Bandoulière45 is shown in a country setting, sitting outside on a chair in front of a lakeside cabin belonging to an herbalist. Guitar music and nature sounds provide the soundtrack, as the camera shows the man's binoculars and notebook.



Video still

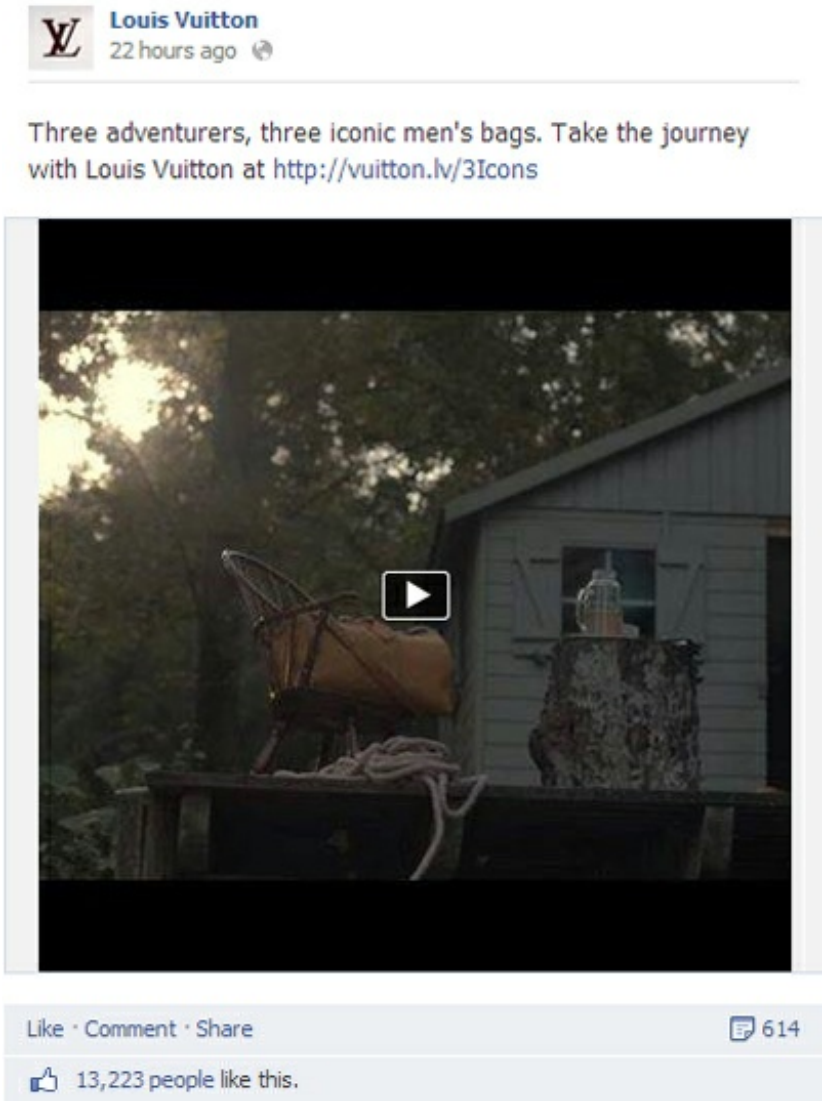
The herbalist also owns a set of Louis Vuitton suitcases, and the camera zooms in on them as it moves around the room.

Video still

Louis Vuitton's third man is an oceanographer in Havana. Goldfish swim in glass bowls next to equipment. The oceanographer's Porte-Documents Voyage bag sits on a white bedspread.

Video still

To generate traffic to this series, Louis Vuitton posted a short 16-second clip of the three vignettes to its Facebook page. The videos are also on the brand's YouTube channel as a playlist.



Facebook post from Louis Vuitton

Shop while you watch

This video similarly communicates the wide appeal of Louis Vuitton and the brand's place in travel.

For example, Louis Vuitton created desire among consumers for its new spring handbag collection by filming campaign models talking about where they would take their favorite handbag.

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 (see story).

Incorporating shoppable features into a fashion video allows brands to get consumers to their product page while the product is on their mind.

For instance, British menswear label Alfred Dunhill is nimbly weaving shoppable components into its latest "Portraits of Achievement" video installment that honors British biathlete Lee Jackson.

The "Fire and Ice" video follows Mr. Jackson as he trains for a biathlon and discusses the challenges that arise when combining two sports at such a competitive level. The rugged and independent nature of cross-country skiing and shooting likely appealed to the brand's core audience (see story).

Since the videos play consecutively and contain embedded links to product pages, visitors to Louis Vuitton's Web page will likely explore each bag, raising the likelihood of a purchase.

"Because the videos include the ability to shop directly from the experience, it is more likely that consumers would be inspired to purchase the bags," Ms. Rue said.

"It creates context around the shopping experience which creates a more interesting way to browse products over an traditional ecommerce experience," she said. "Consumers can simply view the videos, but many will likely dive into exploring the product further."

Final Take

Sarah Jones, editorial assistant 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.