

INTERNET

Louis Vuitton takes luggage collection on safari in campaign video

March 4, 2014



By SARAH JONES

French fashion house Louis Vuitton released a video shot during the filming of its safari-themed print advertising campaign to further explain its ideology.

[Sign up now](#)

Luxury Daily

Shot on location in South Africa, Louis Vuitton's "The Spirit of Travel" film shows models strolling alongside leopards and feeding giraffes. This 90-second video acts as both a campaign film and travel brochure, giving the viewer an idea of where to take Louis Vuitton's luggage, while reminding consumers of the brand's travel heritage.

"Louis Vuitton as a timeless brand is one of luxury and thinking outside of the box," said Kimmie Smith, cofounder and creative director of [Accessory2](#). "Louis Vuitton is reminding people that once upon a time, those in society would sail on long voyages or stay with friends and families within their palaces and cottages for months at a time.

"This meant that they would travel on journeys only knowing where they were initially going but not all the activities that they would participate in," she said. "The iconic trunks allowed them to bring the most important items of their lives at that point to embark on an adventure so that they could tell their stories later once they were back home. The luggage embodied the journey and was adventure itself.

"In this new age of jetsetting, our adventures are tied to meetings, obligations and the need to get back at a specified time. Louis Vuitton is suggesting that we're not traveling, we are commuting long distances and need to get back to an easier time where we traveled, where our wanderlust takes us.

"This video is bringing spirit and adventure back to our very being as humans and connecting us with nature."

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

Louis Vuitton did not respond by press deadline.

Getting there

The campaign film was shot by photographer Peter Lindbergh and styled by Carine Roitfeld, editor of CR Fashion Book and global fashion director of Harper's Bazaar. Models Edie Campbell and Karen Elson are featured in the campaign.

At the start of the video, a voiceover says, "Return to a time when travel itself was a destination."

Ms. Campbell is seen walking across a desert in a long black dress and black floppy hat. She then throws herself on the ground into a lounging position with a monogrammed Louis Vuitton duffle bag hooked on her arm and luggage sitting next to her.



Video still from Louis Vuitton Spirit of Travel video

The camera cuts to a close-up of a suitcase sitting in the back of a vehicle. The camera zooms out and Ms. Campbell is seen again in the front of a yellow motorcycle.

After another cut, Ms. Campbell and Ms. Elson are shown walking arm in arm across a grassy expanse in black evening attire. Giraffes stand in the background at a distance.



Video still from Louis Vuitton Spirit of Travel

In other clips, Ms. Campbell walks with a zebra on a leash, the pair of models rides on the back of a truck and lion cubs snuggle up on a blanket next to Louis Vuitton bags.

Also explained through voiceover is the concept that the journey is never over, and that the speaker's favorite place is somewhere they have never been.

The models interact more with the native animals, with Ms. Elson standing on a platform to feed a leaf to a giraffe and Ms. Campbell walking with a duo of baby lions trailing her.



Video still from Louis Vuitton Spirit of Travel

Louis Vuitton's film comes full circle, and shows Ms. Campbell running in the same outfit as at the beginning. The closing image is her sitting on a mountain of Louis Vuitton luggage of all colors, with the voiceover saying, "To travel is to live."

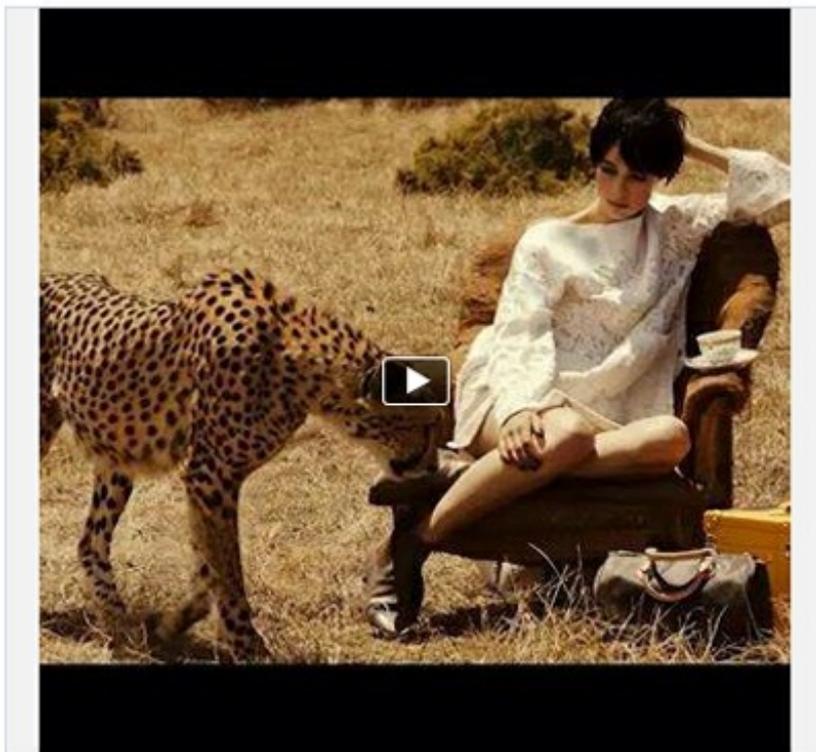
Louis Vuitton presents The Spirit of Travel campaign film

When releasing the video, Louis Vuitton posted a 15-second trailer to its social media accounts. These posts told consumers to go to the brand's YouTube channel to see the entire film the next day, providing a link to the channel but not the film itself.



Louis Vuitton
February 27

An exclusive sneak peek at the Spirit of Travel Campaign Film.
Watch it tomorrow on the official Louis Vuitton Youtube Channel
at <http://youtube.com/LouisVuitton>



Like · Comment · Share

1,906

Facebook post from Louis Vuitton

This likely separated the avid fans who would remember and go in search of the video from less loyal followers, who would just watch the trailer.

Travel agent

Louis Vuitton has been focusing more on digital content on travel, a part of its heritage.

The brand attached personas to select models from its men's bag collection to showcase the products' utility.

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 ([see story](#)).

The brand is creating desire among consumers for its new spring handbag collection by filming campaign models talking about where they would take their favorite handbag.

Louis Vuitton's video, which stars Marc Jacobs' muses Catherine Deneuve, Gisele Bündchen, Fan Bingbing, Caroline de Maigret and Edie Campbell, captured 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](#)).

Because this particular travel theme speaks to a certain segment of the population, it made sense for Louis Vuitton to release the film in the manner it did.

"The audience is the person who searches for a bit of balance," Ms. Smith said.

"They live in two worlds, one that is tied to deadlines and transcontinental commuting," she said. "However, they have the ability to step out for two-week periods to embark on a destination of their choosing. Not only do they travel to destinations that are exotic, but they want to be able to immerse themselves in the typical day to day that is foreign to their personal routine but is indicative to the inhabitants there.

"It definitely makes sense that it would be distributed virally as a teaser and then formally in another way as the brand simply wants to put the notion out there to allow those with the specific mindset to begin applying it to their personal life and to know that this can be achieved with the iconic brand as traveling in an open way is encouraged. However, doing it in a luxurious way is best with Louis Vuitton."

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.