

INTERNET

Loewe introduces handbag collection with vignette video series

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By SARAH JONES

Spanish leather goods maker Loewe released a series of four short videos featuring its new Skin collection of handbags to introduce the line as a player in the owner's life.

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Luxury Daily

Loewe's Skin Collection videos were released only on the brand's social media channels and its YouTube channel. Through this content, Loewe was able to introduce the collection as not just a fashion accessory, but a part of the human experience.

"The vignettes are well done and I like the two-frame video, showing the bag in the story, really personifying the bag's elements for the viewer," said Kelly Cooper, marketing manager for [ShopIgniter](#), Portland, OR.

"Moreover, Loewe is using video to illustrate the versatility of the new bags in a fun and innovative way," she said. "The two-frame videos show the bag in each form, flat and full.

"For example, the child sleeping on the bag, the bags pressed between flowers and used as a flag off the stern of a boat all illustrate the flatness of the design whereas the bags found underneath the comforter, the bags being opened to find flower petals inside or hung over the side of the boat, lightly skimming the wake all illustrate the fullness of the design. It's subtle, yet effective."

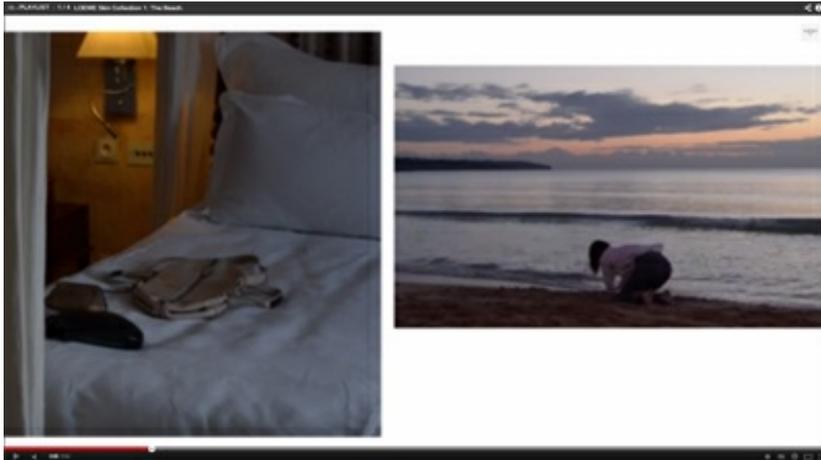
Ms. Cooper is not affiliated with Loewe but agreed to comment as an industry expert.

Loewe did not respond by press deadline.

Snap shots

Nigel Shafran directed all four films, which all show two different snippets of film footage at the same time in the video window, showing the bag featured in two different related scenarios underscored by classical music.

The first video, "The Beach," features the Cubo bag. In the left video, the bag sits on a canopy bed made with a white bedspread.



Video still from "The Beach"

In the companion video, a woman is seen digging in the sand by the water. She eventually unearths a box and opens it to reveal the same handbag shown on the other screen.

As the bag is revealed, the woman walks over to the bed wearing the same outfit, puts her belongings into the bag, zips it and walks off screen.

Loewe's second video plays automatically after the first on the brand's Facebook page. Titled "The Flag," takes place on a motorboat.



Video still from "The Flag"

The brand's Vega tote bag in white is shown affixed to a flag pole at the bow of the ship and simultaneously being held by a hand over the side of the boat as it speeds along the

water.

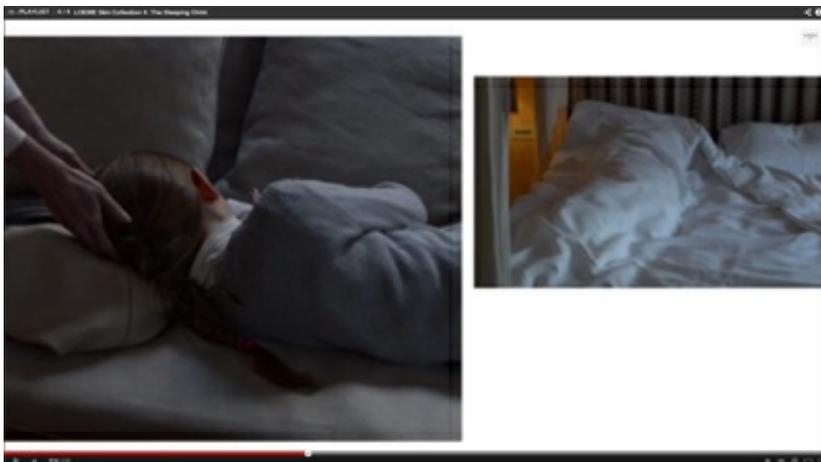
“The Flowers,” the third video, shows the Cubo bag a second time. On the left, footage of a woman stacking handbags and single flowers plays.



Video still from "The Flowers"

Accompanying that is a video of the woman opening successive handbags stacked largest to smallest. She unzips the bags and turns them over, spilling more and more flower petals onto a couch.

The final film, “The Sleeping Child,” shows a girl sleeping on a couch, using the Pillow bag for its namesake purpose. A maternal figure props her head up and replaces the purse with an actual pillow.



Video still from "The Sleeping Child"

In the companion video, a bed sheet is unturned, revealing a line of bags that was supposed to pass as a sleeping child.

At the end of all of the videos, the addresses to Loewe’s Web site, Facebook, Instagram, Twitter and Pinterest are listed.

Embedded Video: [//www.youtube-nocookie.com/embed/W2rj9xFGrG8?list=PLd53QrshfmF_gUUhf5v4F9g_0eTAUNbGZ](https://www.youtube-nocookie.com/embed/W2rj9xFGrG8?list=PLd53QrshfmF_gUUhf5v4F9g_0eTAUNbGZ)

Loewe Skin Collection

Loewe posted all of the videos on the same day. The following day, after consumers had

become acquainted with the bags via the films, the brand promoted the Skin collection on social media.

Purse personalities

Fashion brands are focusing their marketing efforts heavily around accessories, especially handbags, as consumers are sourcing their spring wardrobes. In a number of video promotions, brands assigned personas to bags, portraying their typical owner.

For instance, French leather goods house Louis Vuitton 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](#)).

Also, Italian atelier Gucci put the focus on its spring handbags with a new social video sporting a dark nightclub theme.

Gucci's "The Fringe" weaved a sci-fi type storyline around the label's fringed handbags, following a woman at an atypical nightclub. By crafting a narrative around its featured accessory for this season, Gucci will likely draw views and create desire among women looking for the newest it-bag ([see story](#)).

The length of these videos works well for social media, but the brand has some opportunities to expand the reach of the films.

"If Loewe's goal is to drive product discovery and sharing, then a social strategy, driving fans and followers to discover and share via social channels is a noble mission," Ms. Cooper said.

"To further amplify its ability to reach this goal, I would have recommended a different approach to releasing the videos where they were dropped one each over the course of several days, giving each the opportunity to stand on their own and drive their own interest and sharing," she said.

"While it appears that Loewe prefers to keep its site streamlined and strictly for ecommerce, Loewe could certainly post each video to its site at a slightly later date, keeping this momentum for the new videos rolling," she said. "Separately, it would benefit Loewe to at least feature some sort of drive back to the new collection on its ecommerce site for interested consumers – a strategy they have taken with other Twitter and Facebook posts."

Final Take

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