Henry Smith
Professor Mack
STCO 11103-065
April 6, 2025
Word count: 988

Louis Vuitton: Where Artistry Meets Sophistication

Louis Vuitton, a longstanding high-end designer fashion brand, was founded by Louis Vuitton, a young craftsman in Paris during the mid-1850s. Although the brand's initial work was only in the creation of luggage trunks, by the 1930s the brand expanded to making a variety of hand-held luxury goods.

Although Louis Vuitton started with humble beginnings under its founder, since his passing in 1892 it has grown into a global luxury powerhouse, renowned for its diverse offerings in fashion, accessories, and jewelry products. While each product is distinct, they all share a foundation of iconic patterns, impeccable craftsmanship, a consistent color palette, and a style that has remained timeless.

The brand offers a classic color palette of dark brown, tan, gold, and cream combined with a commonly recognized monogram featuring the brand's letters, flowers, and diamonds. By consistently using this color scheme and monogram over the decades, Louis Vuitton has established a timeless and instantly recognizable essence, cementing its place in fashion history.

The brand represents a point where artistry meets sophistication. Louis Vuitton blends innovation with a strong commitment to its rich heritage in luxury fashion.

When comparing other designer brands to Louis Vuitton, it’s clear that they share many similarities. The majority of designer brands are built on a foundation of producing high-quality products consistently for decades, which helps to establish a legacy. Being well-established gives these brands much more credibility and solidifies their reputations in the fashion world. The longevity of these brands targets a specific type of customer—those who make purchases from designer brands often and proudly showcase the products to people in their immediate circle.

The type of customers promoting certain brands plays a significant role in shaping the exclusivity associated with every designer brand. These brands all share similar target markets: upper-class individuals.

The digital appearance of these brands reveals many similarities. They embrace the approach of “less is more”: fewer words, fewer promotions, and less explanation. People know that these

brands evoke feelings of wealth and confidence, and that is the entire pull. Brands leverage this concept by suggesting that purchasing a product will align one's perception with the brand's attributes. Designer brands, in general, are often perceived as exclusive and luxurious.

The Louis Vuitton brand specifically uses words such as “fine,” “renowned,” and “aesthetic” to describe itself. However, regardless of the specific word, Louis Vuitton evokes a sense of luxury in every interaction by highlighting its rich and influential history in the fashion industry while also using celebrities as vehicles to deliver its products to more audiences.

When consumers worldwide see their favorite celebrity wearing a Louis Vuitton bag or jacket plastered with its iconic monogram, it sparks a desire to own one themselves. The desire to own a Louis Vuitton product extends beyond the celebrity's influence in this case.

Social media is not only how people communicate nowadays but also serves as a 24/7 handheld advertisement for designer brands. Louis Vuitton has capitalized on technological advancements by maintaining a strong, consistent presence across all aspects of its brand on social media.

Louis Vuitton’s social media remains consistent with all other areas of the brand. By primarily promoting well-known celebrities rather than standard fashion models, Louis Vuitton enhances the exclusivity of the brand as a whole. Celebrities are considered exclusive, and by advertising them alongside sought-after products, the Louis Vuitton brand is amplifying its image.

The Louis Vuitton brand also notably makes its products the center of its social media. Many of its advertisements closely look at the brand's products, with captions using words such as “vibrant” and “limitless” to evoke feelings from consumers.

Louis Vuitton effectively reinforces its powerful image on social media by keeping its advertisements simple, while consistently highlighting luxury at the forefront.

The tone of Louis Vuitton’s website is product-focused. Every inch of the website features products covered in either the Louis Vuitton monogram or the classic LV logo.

The Louis Vuitton website also features seemingly emotionless models used to advertise the brand's exclusive products. The website is well-structured and promotes beauty and elegance through the models and the products. The lack of emotion on these models' faces makes them insignificant to most of the advertisements: the products are the stars, and a sense of uniformity and seriousness is felt because of this.

The Louis Vuitton brand doesn’t have to go into extreme detail about its products; much of the elegance surrounding Louis Vuitton goes without saying.

Louis Vuitton’s online newsroom features various sections, ranging from highlights of fashion shows to articles about partnerships and stories about designers. All of these features are integrated into the website in a way that focuses on consumer engagement. Louis Vuitton does this by incorporating photos with interactive text, encouraging online visitors to focus on what the brand is writing about.

Louis Vuitton's brand voice reveals key characteristics of its loyal target audience. Louis Vuitton targets high-class individuals with influence. This brand prioritizes partnering with individuals who can leverage their products in a way that evokes desire in consumers.

The brand also targets individuals who live luxurious lifestyles and use exclusive goods to signal their personal successes. If the Louis Vuitton brand were a person, he or she would exemplify these traits.

I picture a middle-aged woman, wearing gold sunglasses and neutral-colored clothing. She would emit a sense of high-class, elegance, and exclusivity in every room she enters. She would be confident but keep a lot to herself, not wanting to involve herself in anything not concerning herself. When people around her see her, they observe her from a distance, as she does not always seem approachable.

Overall, Louis Vuitton is extremely effective as a brand. The brand has not only maintained longevity but has done so while adapting to the many changes in the fashion industry. Louis Vuitton elicits a very exclusive and elegant tone, doing so in a way that attracts upper-class consumers to buy its products.