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LUXECO  
INTELLIGENCE



**Louis Vuitton's  
2022**





# Preface

The world's leading luxury brands maintain their position with iconic products, appealing brand narratives and advanced marketing strategies that constantly resonate with consumers.

Recently, Michael Burke, CEO of the French luxury brand Louis Vuitton revealed the plan to transform its Paris headquarters into a giant mixed-use entity, including the world's first Louis Vuitton hotel and the label's largest boutique in the world, on the occasion of the "LV DREAM" exhibition at its headquarters. Although he was vague about the exact timing of the opening, it was expected "within five years".

The top brands are always in the spotlight, as they are often the ones with courage to try new things, exploring new forms of communication in terms of channel distribution, ways of communication and digital promotion, which is of great significance to the industry.

Especially in China's hot luxury market, every single innovative initiative launched by the leading luxury labels makes people curious about its intention and philosophy behind. With increasing luxury consumption returning to the domestic market, China's

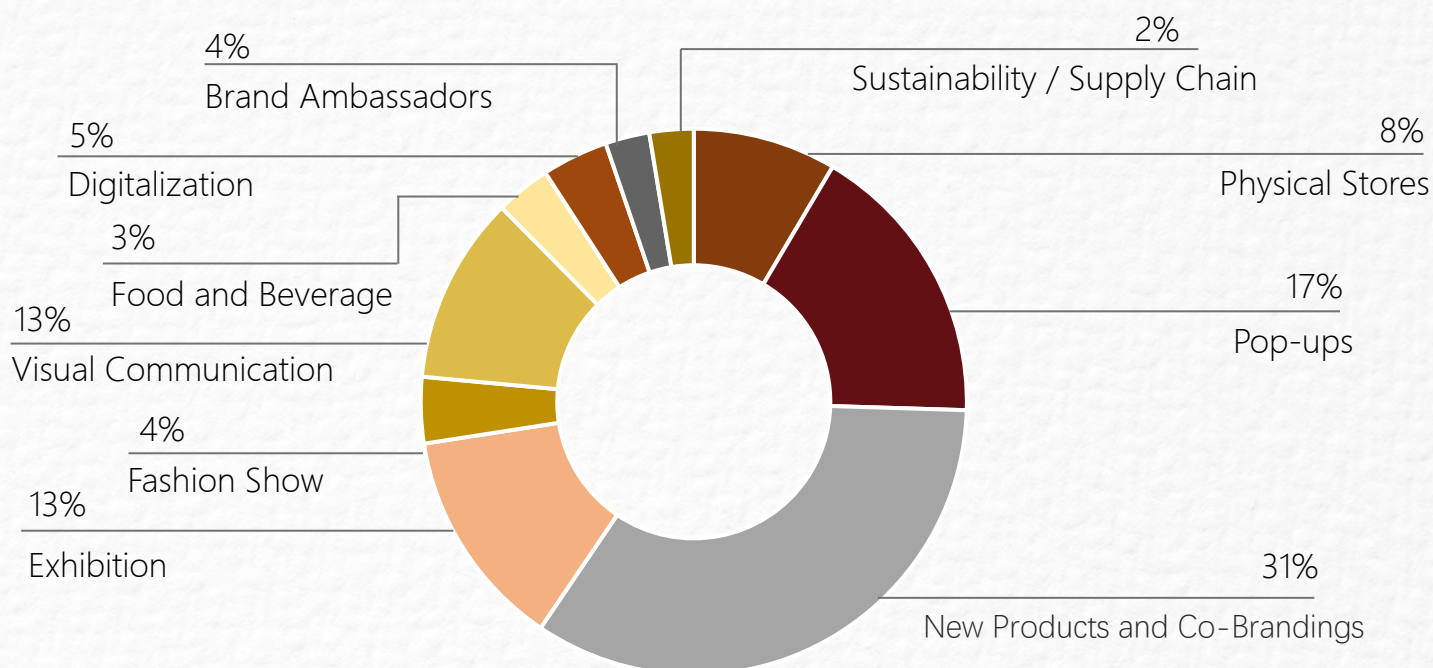
share in global trade has already exceeded one-fifth and has been expected to become the world's number one by 2025.

In 2022, LuxeCo Intelligence sticks to tracking and researching luxury brands systematically. Based on the long-established Luxury Brand Database and the first fashion business real-time platform launched by LUXE.Co this year, a total of 173 activities of Louis Vuitton, mainly related to marketing initiatives and channel expansion, in the global and Chinese markets from January to November were tracked and collected.

Therefore, we organized the key operational cases of Louis Vuitton since this year and published an exclusive report Louis Vuitton's 2022, which summarizes the label's latest trends over the past year from ten perspectives, including physical stores, pop-ups, new products and co-branding, exhibitions, fashion shows, visual communication, food and beverage, endorsements, digitization, sustainability, etc, hoping to reveal the most up-to-date dynamics in the industry with keywords and meanwhile providing reference and inspiration on relevant topics of most interest to the professionals.



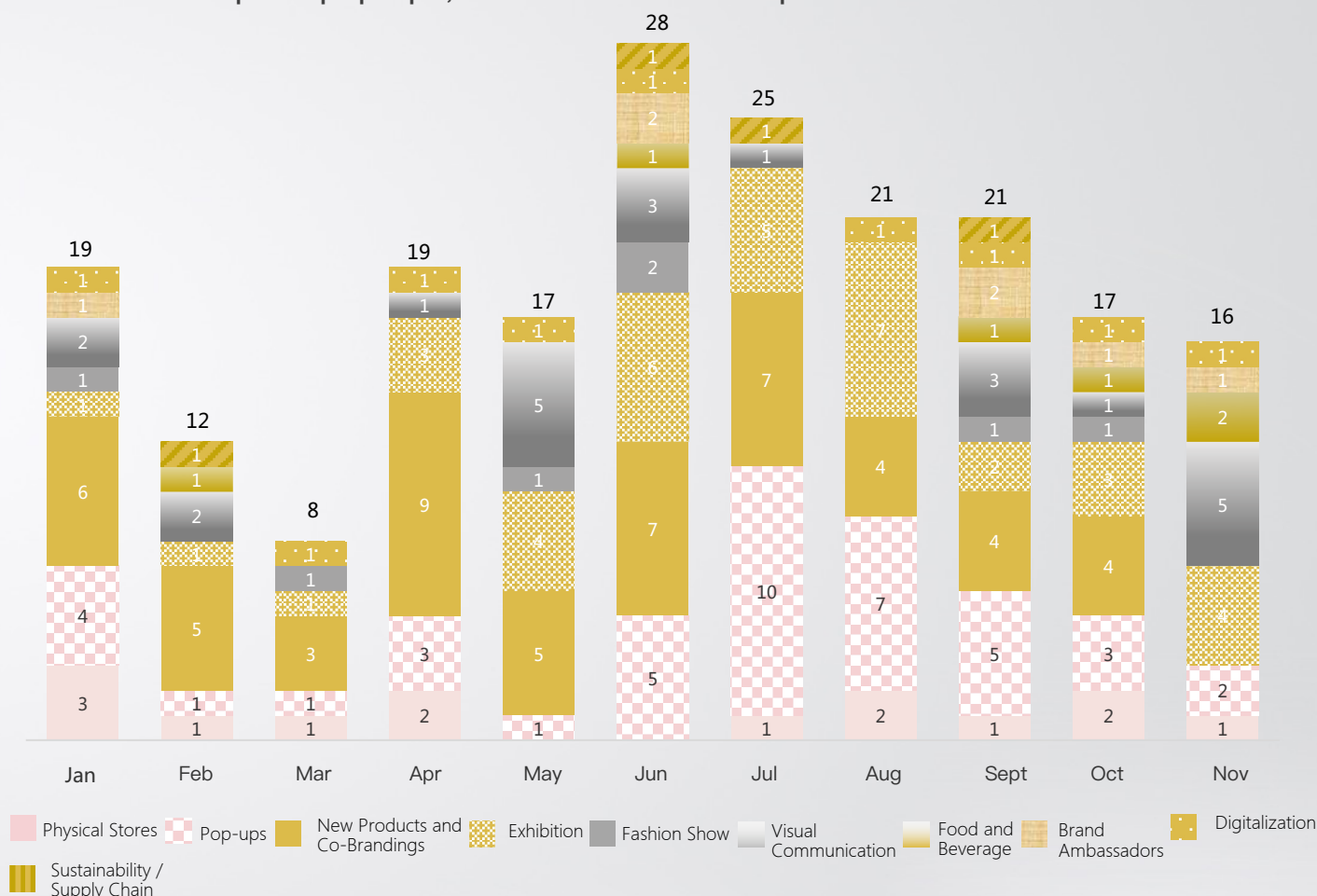
## ● ○ Louis Vuitton's brand activities by type (January - November 2022)



"New product launches and co-branded/limited products" represented the highest percentage of all activities, followed by pop-ups, exhibitions and physical stores.

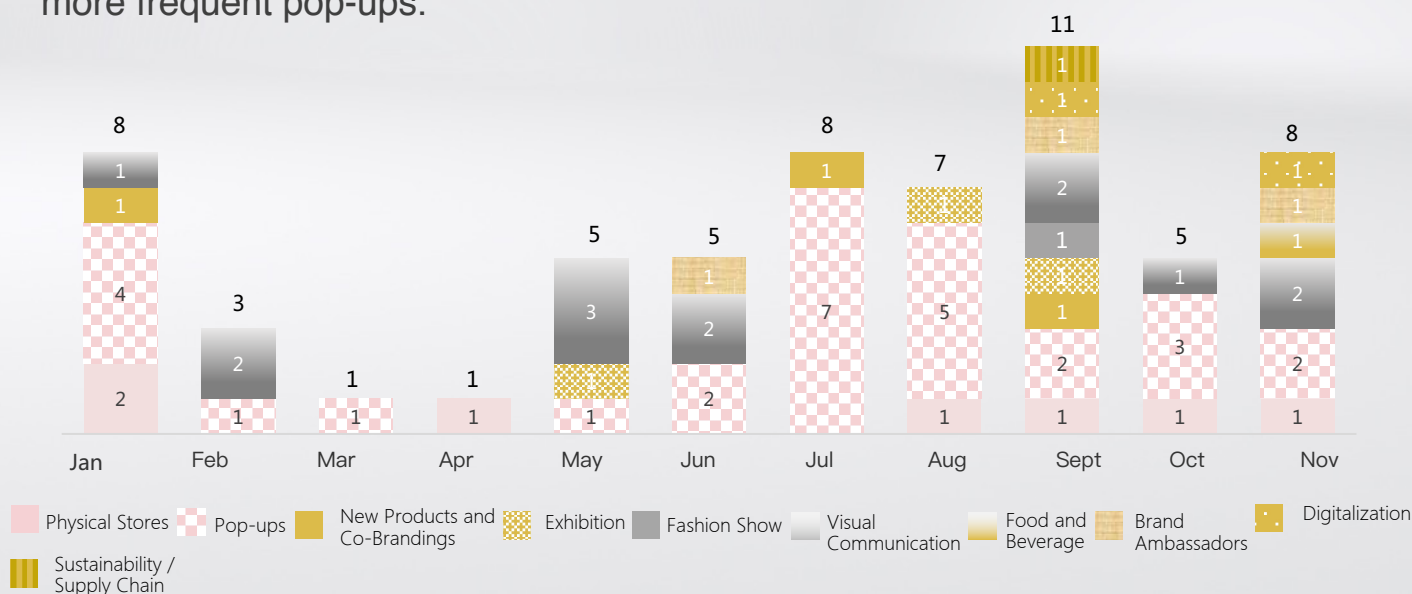
## Timeline of Louis Vuitton's activities around the world (January - November 2022)

Louis Vuitton was most active during the summer months of June to August, with the most frequent pop-ups, exhibitions and new product launches.



## Timeline of Louis Vuitton's activities in China (January - November 2022)

The brand was most active in January and from July to September, with more frequent pop-ups.





# Five Highlights of Louis Vuitton's Activities around the World

## Physical Stores

Constant upgrade and expansion  
Fusion of design in the store  
Application of local components & art installations

## Pop-ups

High watchmaking and fine jewelry  
Proportion of segmented categories increasing  
event locations more diverse

## New Product Launches

Traditional fashion clothing  
New arrivals of leather goods, with perfume  
jewelry and watches followed up

## Exhibitions

Strengthen brand DNA  
World tour  
Supports of art works &  
fusion of local components

## Fashion Shows

Paris as key location  
Salk Institute for Biological Studies,  
California, US and Anaya Beach in Hebei,  
China are also listed as venues.

## Visual Communication

Advertising movies as the main channel,  
with art installations & books complemented

## Food & Beverage

The brand dived into the catering  
industry as its first restaurant  
landed, with desserts and dishes in  
a whole meal unveiled.

## Brand Ambassadors

Image, age, gender &  
nationality diversity

## Digitalization

Improve entertaining  
interactions between the  
brands and consumers in  
digital and gamified ways.

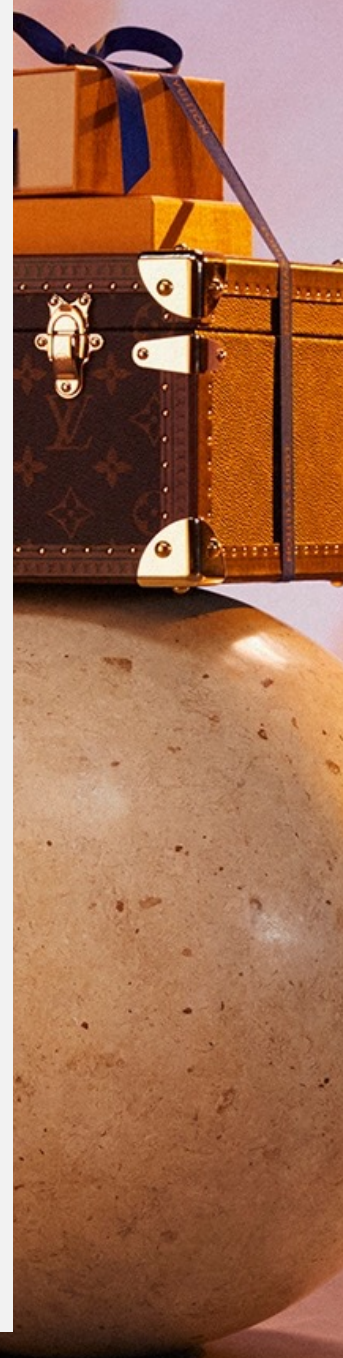
## Sustainability/ Supply Chain

Increase productivity of the supply  
chain and speed up the applications of  
sustainable materials and energy.



# Five Highlights of Louis Vuitton's Activities in China

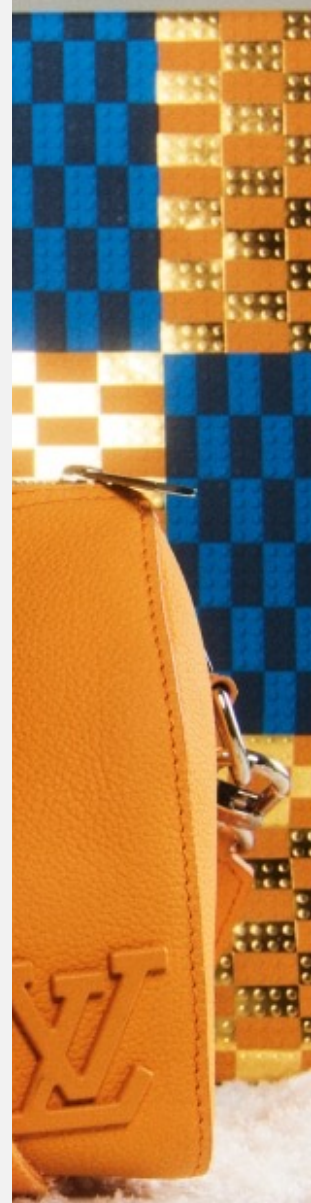
- 1.** Opened its first brand store at southwest region. From single to double store, renovated and expanded.
- 2.** Multi-city tours with pop-up events
- 3.** From Qingdao to Qinhuangdao, concrete connections with the local space through visual creativity
- 4.** Located in Taikoo Li, Chengdu, the brand's first restaurant in mainland China is sending customers surprise with native components and creative fusion dishes.
- 5.** A growing number of Chinese faces in the matrix of brand ambassadors





# Seven transformations of Louis Vuitton in 2022

1. Focus on delving into the native culture and art scene through a physical experience that creates an in-depth dialogue with local consumers
2. New products in multiple categories are launched together. Special focus on the development of hard luxury like high watchmaking and fine jewelry
3. Site selection for big shows beyond tradition and explore more possibilities for the fashion shows.
4. Complementing visual and text communication, making the content both explicit and thought-provoking.
5. Profoundly expand the food and beverage sector and reach an all-round connection with high-end consumers.
6. Further reach vertically segmented consumers with diversified global brand ambassadors.
7. Speed up digitization, sustainability and supply chain and interact with consumers in fun ways.





# TOP5 Global Activities of Louis Vuitton in 2022



In April, Louis Vuitton unveiled its first "tea room" at its new store in Lille, France. The unique location and its association with the early experience of Bernard Arnault, Chairman and CEO of LVMH, gave it more unexpected attention.



On June 29th, Louis Vuitton launched the new Spirit 2022 High Jewelry collection, which included up to 125 pieces that took over 40,000 hours to create by the artisans of the Parisian jewelry atelier, also as the most splendid works within the fourteen years since Louis Vuitton established its High Jewelry sector.



This year marks the 20th anniversary of Louis Vuitton's High Watchmaking sector and to celebrate this milestone, the brand launched in March the 2022 High Watchmaking Collection.

In September, Louis Vuitton unveiled an exclusive anniversary watch, Tambour Twenty, in a limited edition of 200 pieces.



On the opening day of the 2022 FIFA World Cup in Qatar on November 20th, Louis Vuitton released a new campaign featuring Lionel Messi and Cristiano Ronaldo, two of today's leading football players.



On June 17th, Louis Vuitton opened a summer restaurant "Mory Sacko at Louis Vuitton", which is the first restaurant of the brand in a real sense, in White 1921 Saint-Tropez, France.



# TOP5 Activities in China of Louis Vuitton in 2022



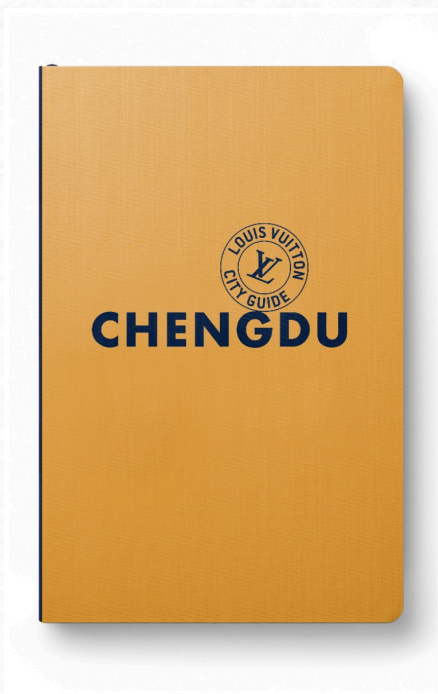
In January, Louis Vuitton opened its third Louis Vuitton Maison in China and the first in Southwest region in Sino-Ocean Taikoo Li Chengdu, where the brand's first restaurant in China, The Hall, which is also the brand's fifth restaurant space across the globe and the fourth in Asia, was officially unveiled in the nearby Guangdong Hall.



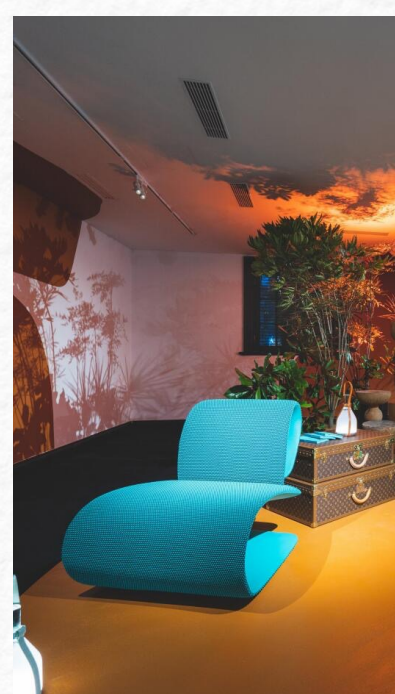
From May 20th to July 1st, Louis Vuitton held the "LOUIS VUITTON&" exhibition at the Qingdao International Sailing Centre. Combining with the local culture of Qingdao, Louis Vuitton presented an outdoor advertisement about the exhibition on the "Liyuan", the unique residential buildings of Qingdao, and the "sailboat".



On September 16th, Louis Vuitton held its Spring 2023 menswear Spin-off show on Anaya Beach, Beidaihe, Hebei Province.



In October, Louis Vuitton launched the City Guide: Chengdu, which is the third destination in China to join the City Guide, after Beijing and Shanghai.



On November 25th, Louis Vuitton opened a dedicated traveler home space in Zhang Yuan, located in the heart of Jing'an district, Shanghai. This is the first time Louis Vuitton has opened a store featuring home and interior design, indicating the brand's further extension and depth in the lifestyle sector.