



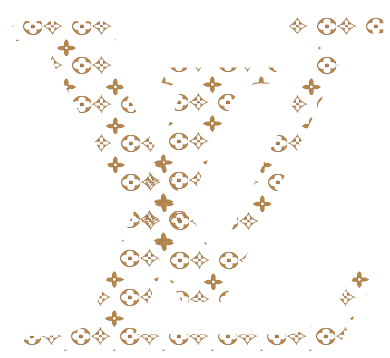
# MARKETING STRATEGY

Hancong Zhou

LXFM 504

2/29/20





LOUIS VUITTON

*Louis Vuitton*

Louis Vuitton

Louis Vuitton

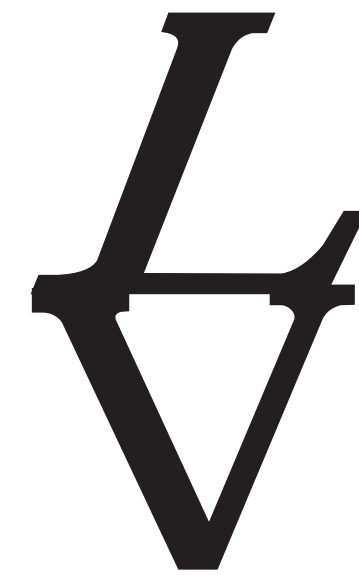
*Louis Vuitton*

LOUIS VUITTON

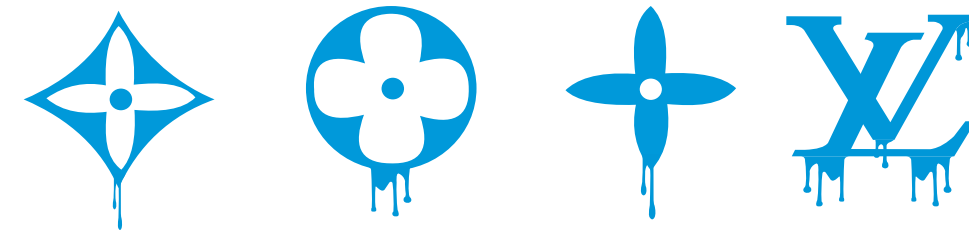
LOUIS VUITTON

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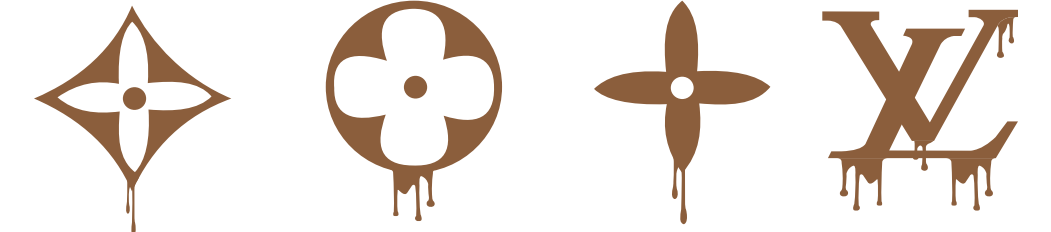
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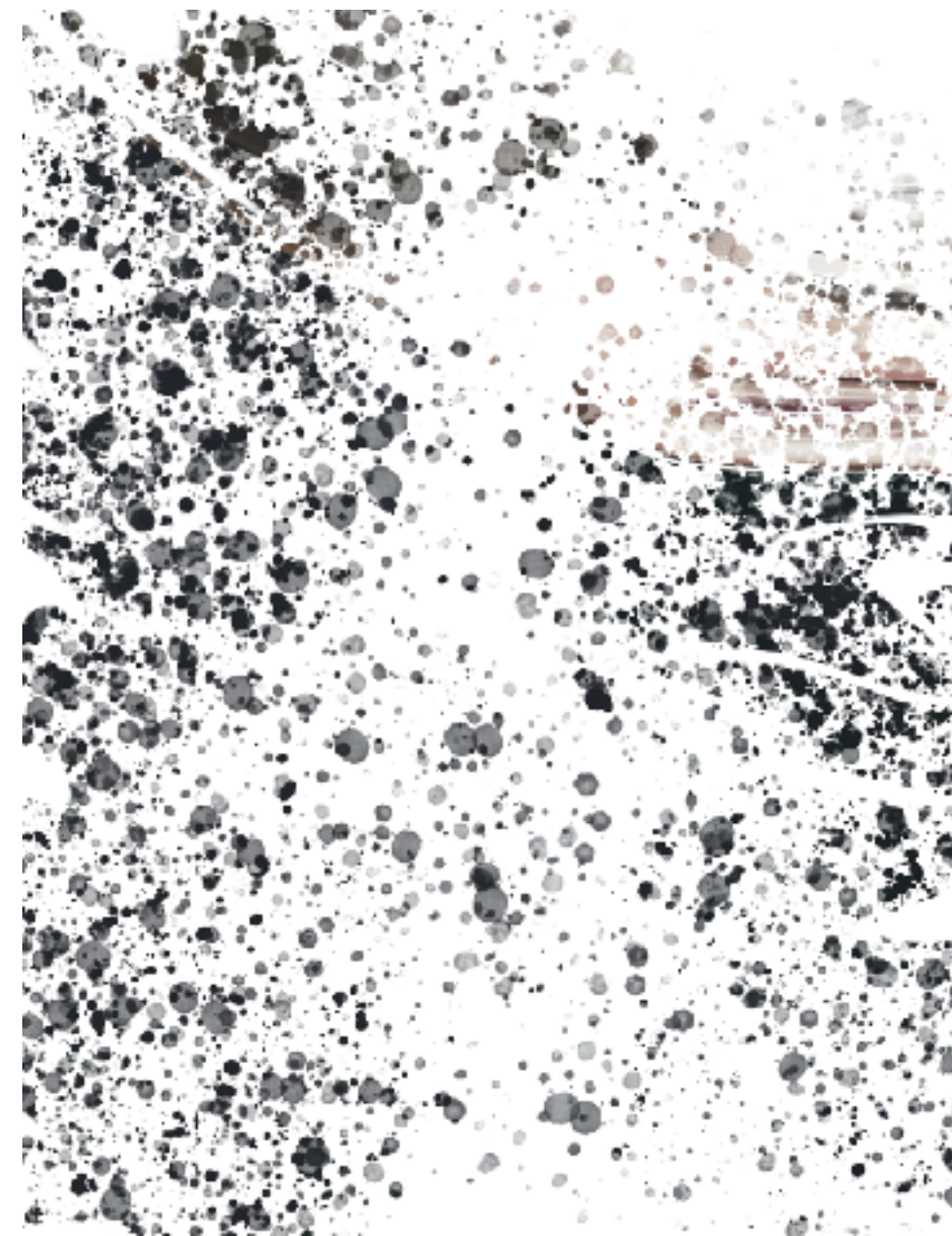
The design of the new logo adopts the central theme of the new strategy, "street + suit" which will maintain the original logo while redesigning its color. Paint drips will be used at the bottom of the logo. As for inspiration, it is not difficult to see from the appearance of the new logo that this will be a design with street elements.





Poster elements

- Kris Wu
- Chinese ink painting
- Street fonts (Tudor Victors)



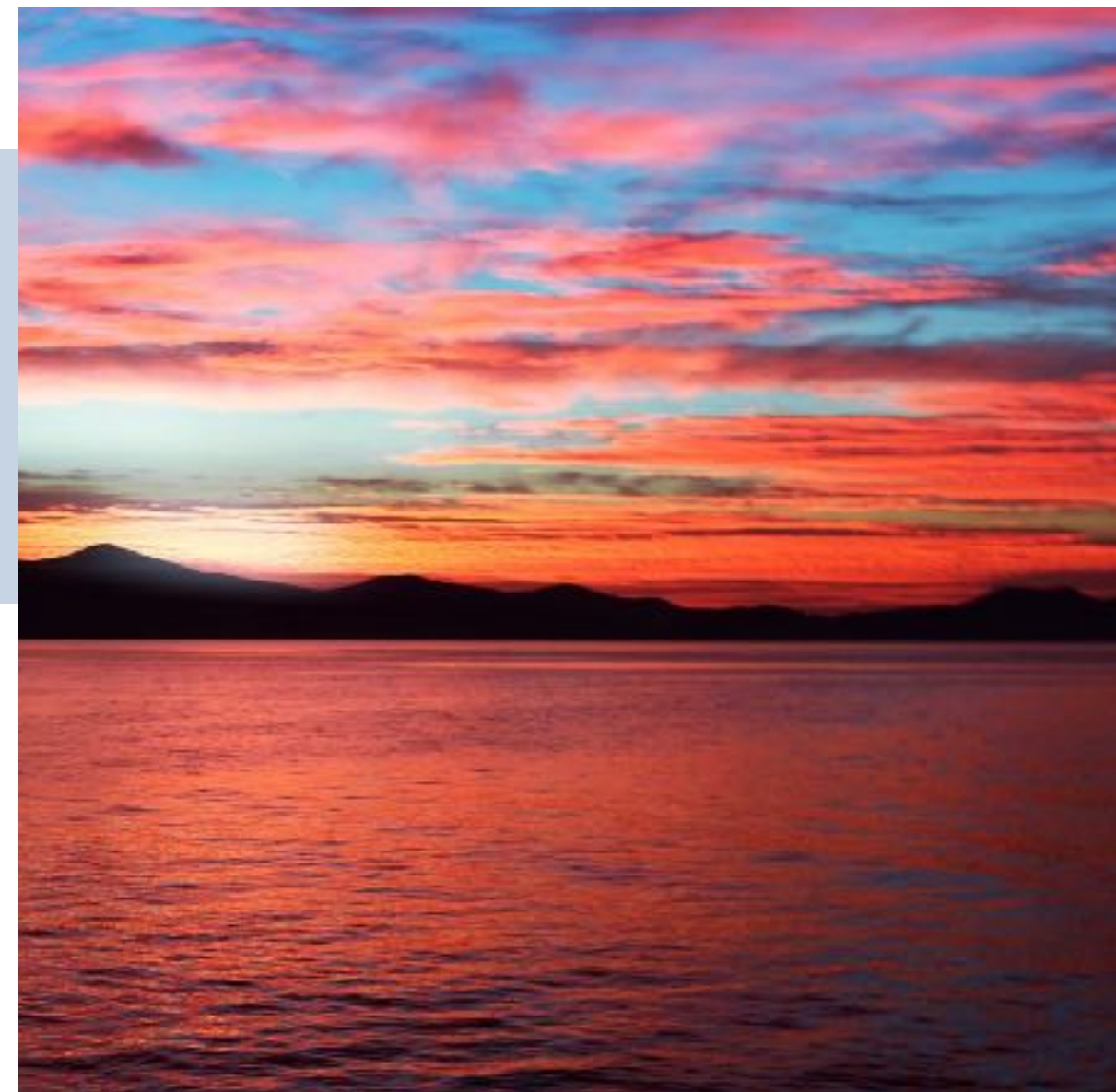


# New Strategy Poster



## Poster elements

- Kris Wu
- Hong Kong
- Sky





# LOUIS VUITTON

## PRESS RELEASE

18th February, 2020

FOR IMMEDIATE RELEASE

LOUIS VUITTON NEW COLLECTION FASHION SHOW

Paris, France

We are very pleased to invite you to the fashion show of our new collections. The fashion show will be held on February 25th at 10am on 8 Finance Street, Central, Hong Kong.

When you look at Victoria Harbour, you will be attracted by the unique character of Hong Kong. Walking in the streets, you will be surrounded by busy workers who are accompanied by those skyscrapers. As night falls, workers will take off their formal suits and come to the streets to look for their exclusive corners. Street artists have created them an artistic utopian community. It is just as Pierre Alechinsky, the Belgian artist said, "make dreams come true". How marvelous and magical will their dreams be! It has been said that you can buy anything you can possibly think of in Hong Kong. Costumes are a powerful way of expression: an artwork that is free-form. Sometimes they are opposed yet they create a unique picture.

For Hong Kong, Louis Vuitton has changed its life code. By changing the color, the series injects artistic air into the original boring work. The brand new series will create a unique street dream.

Louis Vuitton was founded before the Second World War. A brand with a history of half a century has never made such a rare attempt. At this moment, although it is not the first time to communicate with Asia, we are proud to announce our collaboration with Hong Kong IFC. IFC is located in the heart of Hong Kong and is surrounded by the Hong Kong Stock Exchange. It is also the place where the dreams of numerous billionaires began. We will host fashion shows of the series on Financial Street and the series will also be officially released on March 1st.

Famous DJs will conduct music performances on the streets full of financial atmosphere, which will turn the streets into large offices. Louis Vuitton's new product releases each season have created different fashion trends and this time will be no exception. Although I only have been in Hong Kong for a short period of time, every community, every street, every corner, and everyone here has influenced Louis Vuitton. We believe that the series will maintain our enthusiastic and professional attitude and continue our classic and creative spirit.

We are honored to invite you to join the fashion shows of this new series. Different from the traditional S / S and F / W fashion shows, we have chosen Hong Kong as our first city to release the new series during this special time. Meanwhile, we have also invited famous models and designers in the fashion industry and I believe they will bring you a different experience. Also, every guest of honor invited to the fashion show will have the privilege to make reservations in advance.

Thank you for your continued support and we are looking forward to meeting you in such a charming city of Hong Kong.

Hancong Zhou  
General Manager, Louis Vuitton



Press Release

# LOUIS VUITTON

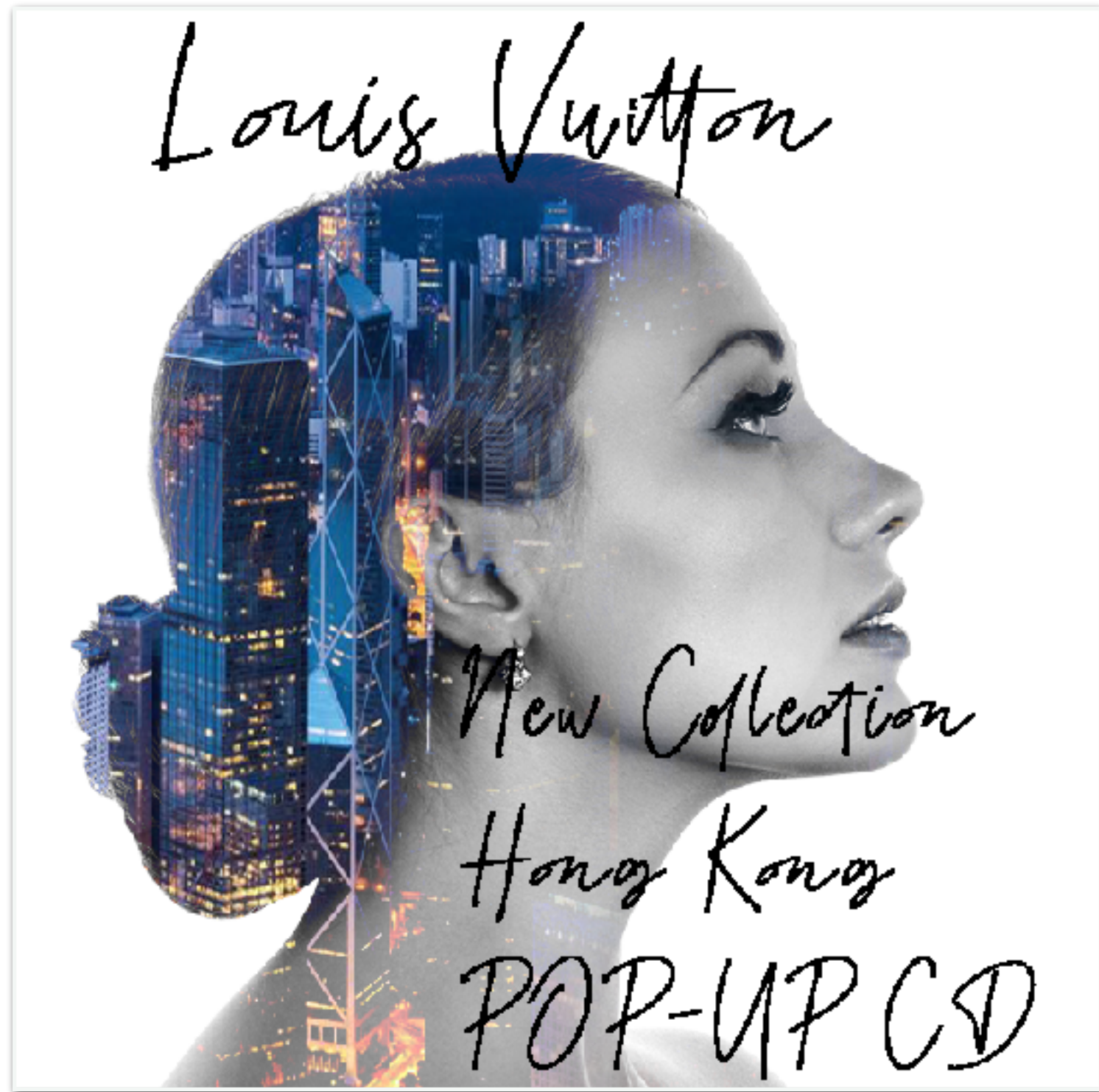
## PRESS RELEASE

### Poster elements

- Hong Kong
- Fashion show
- The invitation





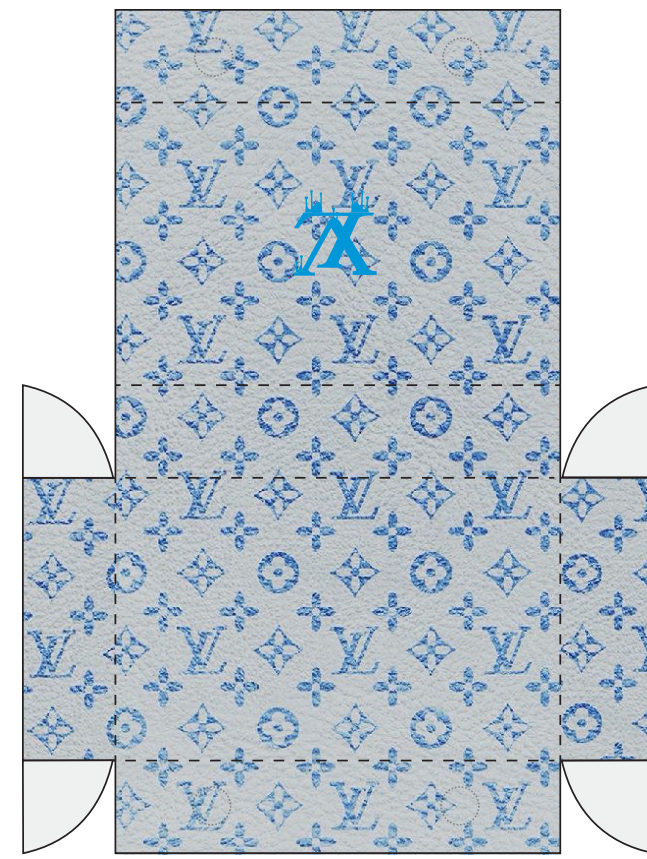


**Album Playlist**

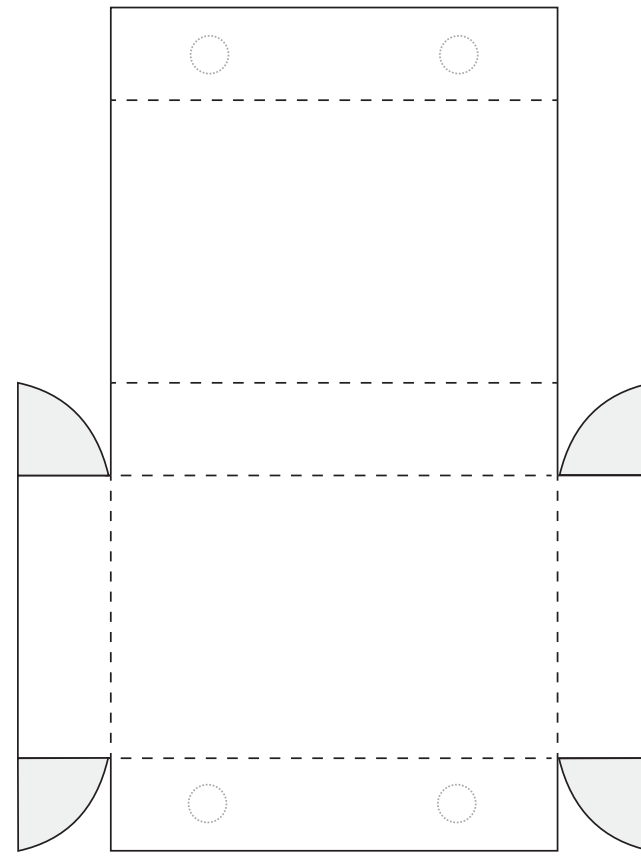
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- Martin Garrix
- Waiting For Tomorrow
- Martin Garrix
- High On Life
- Martin Garrix
- Game Over
- Martin Garrix
- Welcome
- Martin Garrix



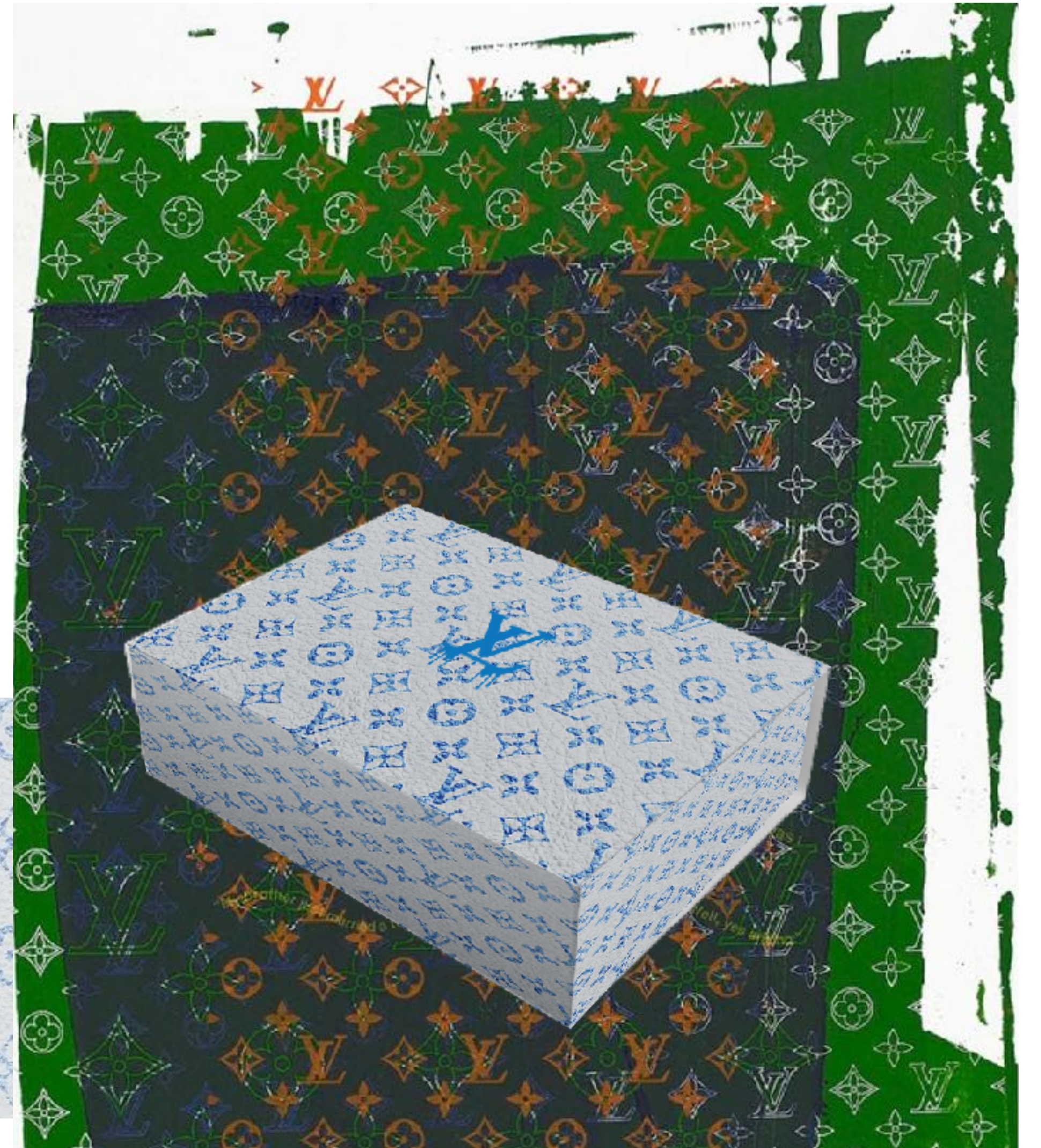
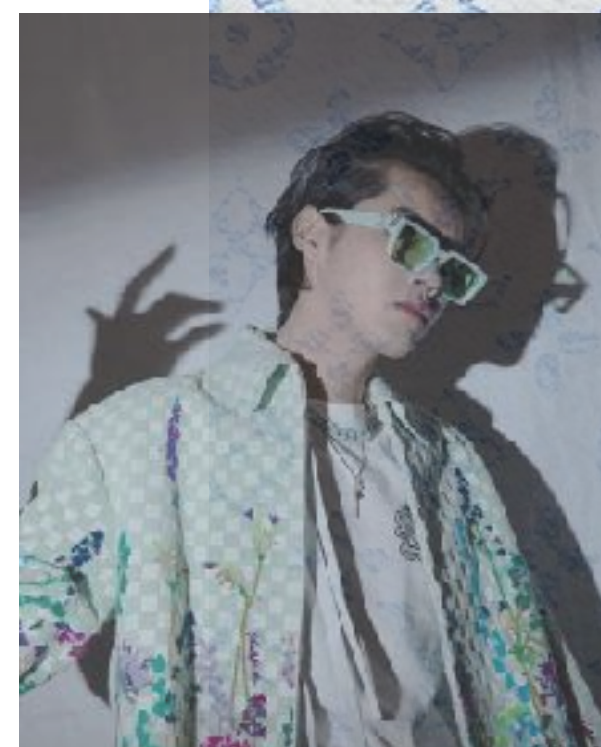
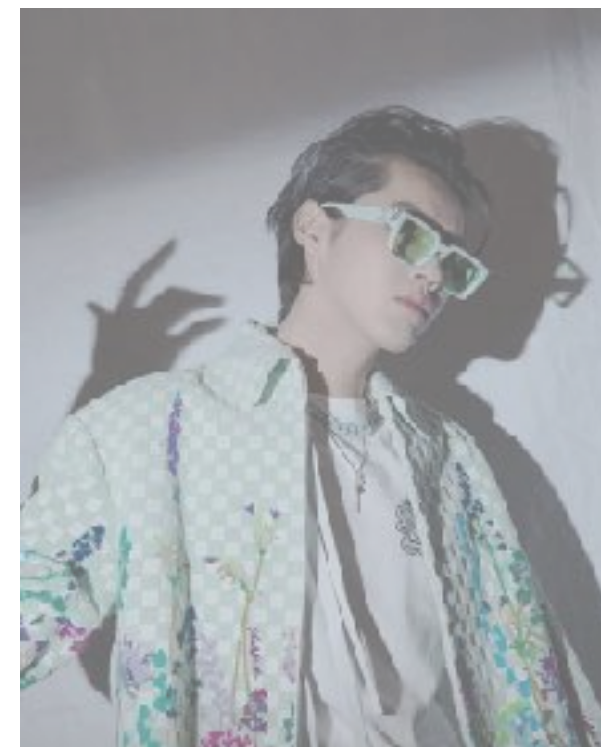
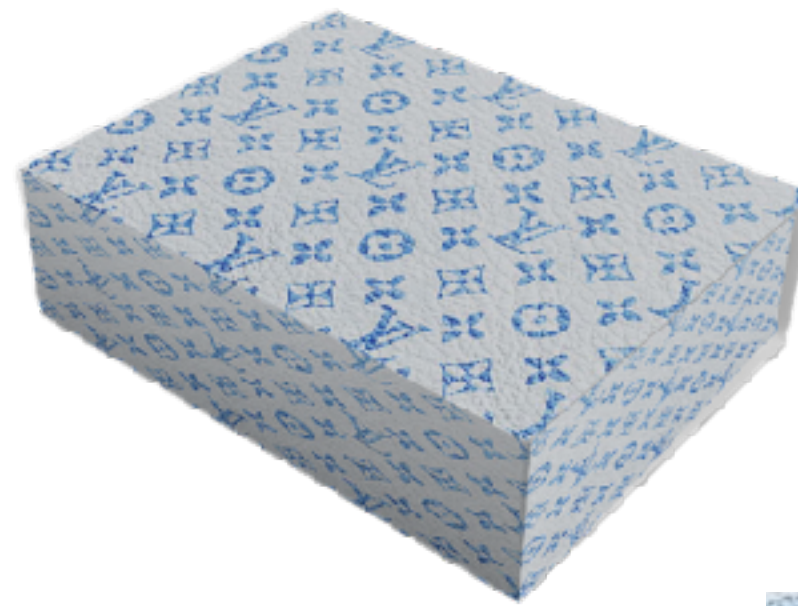




Outside



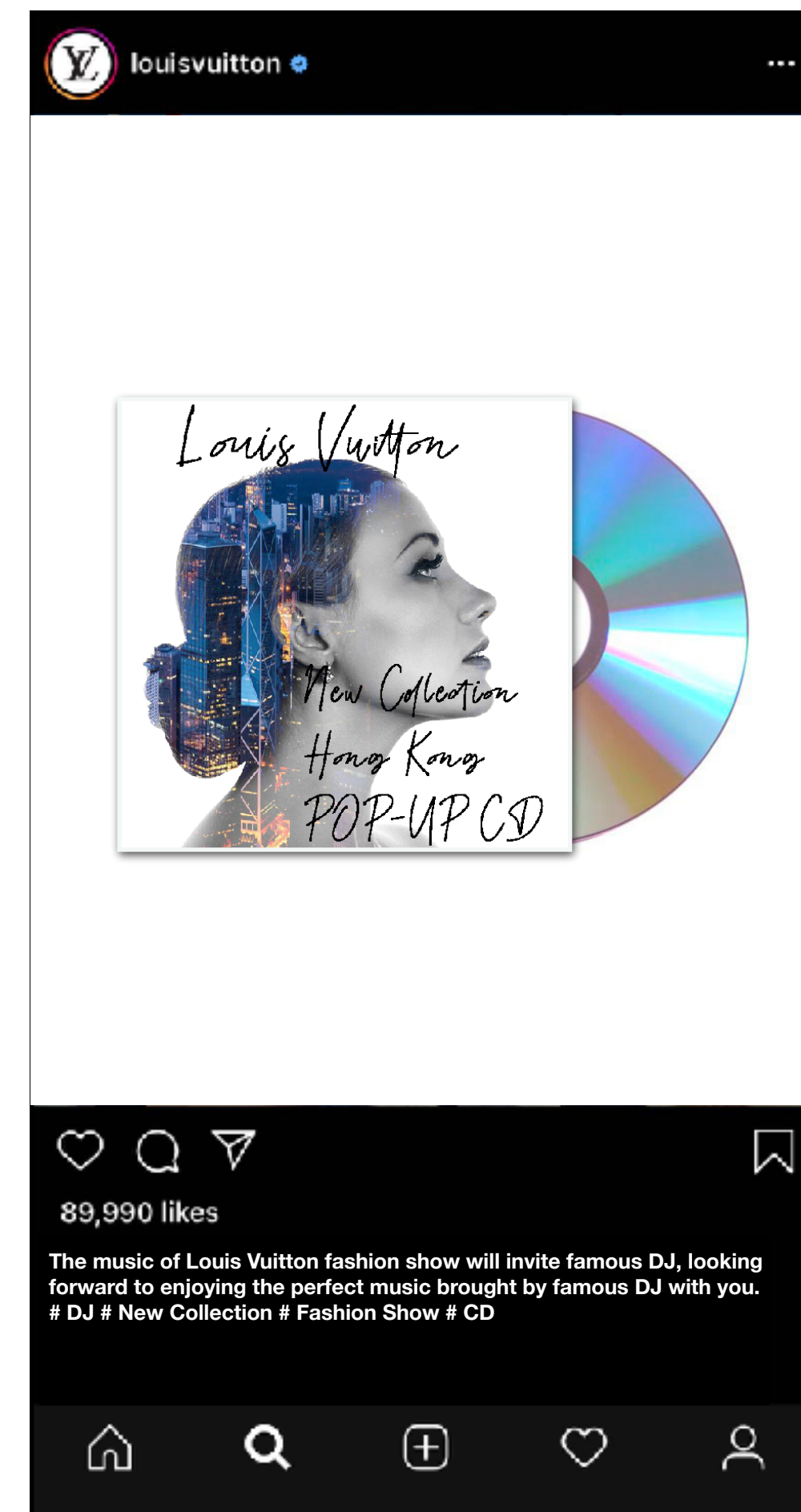
Inside







Magazine



Instagram (Social Media)



Thank You

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