

Luxury Ad Campaign Process Book

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Initial Brand Exploration



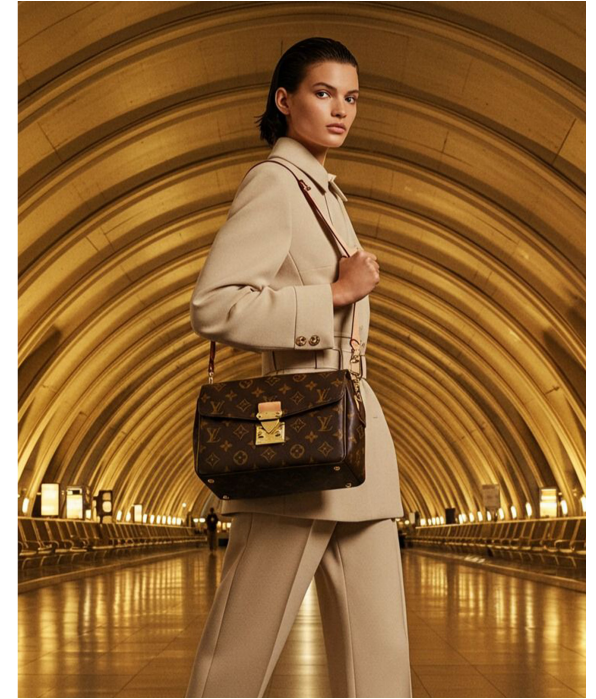
BOTTEGA VENETA

Explored a direction centered on quiet luxury and craftsmanship, focusing on texture, minimalism, and intimate storytelling. The visual language emphasized subtle elegance and material detail



CHANEL

Developed a concept balancing timeless identity with modern lifestyle, using urban environments and structured styling to represent contemporary femininity and evolution



LOUIS VUITTON

Focused on travel, movement, and ambition, exploring a cinematic narrative where the handbag becomes part of a larger journey of identity and success

Why LOUIS VUITTON

Louis Vuitton was selected because its strong association with travel and movement aligned best with the campaign direction I wanted to explore.

Compared to Bottega Veneta's quiet static storytelling and Chanel's more predictable urban narrative, Louis Vuitton allowed for a more dynamic and cinematic approach.

The brand's identity made it possible to build a visual story across multiple environments, where the product becomes a part of a larger journey of ambition, identity, and personal growth.



Campaign Idea

The campaign explores Louis Vuitton as a symbol of global movement and personal evolution. The initial idea was to create a narrative following a woman across different environments, representing her transition from everyday life into a more aspirational and travel-oriented lifestyle.

During development, the concept evolved into a storytelling approach where each setting reflects a stage of her journey. While the environments change, the Louis Vuitton bag remains constant, reinforcing its role as part of her growth and experiences .

This led to the final concept of “Carry your Story”, where the bag is positioned not just as a product, but as a timeless companion that journeys with her through different stages of life.

Campaign Inspiration



Early visual exploration focused on movement, travel, and cinematic environments, which informed the initial campaign directions

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Initial Campaign Explorations



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From Initial Explorations to Final Campaign

The initial campaign explorations established the narrative of movement and travel but lacked visual cohesion and refinement.

The final campaign strengthens this direction by creating a more cohesive and editorial visual language across all three images. Each scene; city, train, and desert represents a stage in the journey, connected through consistent styling, tone, and composition.

To achieve this, original Louis Vuitton campaign imagery was used for the subject, with backgrounds removed and reimaged using generative AI in Adobe Photoshop. Additional adjustments were made to lighting, color, and composition to transform images beyond their original form, creating controlled, cinematic environments and a more cohesive, editorial, and storytelling-driven final outcome.

Final Campaign



The campaign begins in an urban setting, representing everyday movement and the starting point of her journey. The Louis Vuitton bag is introduced as a constant companion within this environment.

Final Campaign



The narrative moves into moments of transition, reflecting growth and change. The Louis Vuitton bag remains a constant presence, reinforcing continuity across different phases of her life.

Final Campaign



The campaign moves into a more aspirational setting, symbolizing personal growth and elevation. The Louis Vuitton bag continues as a companion, connecting each stage of her journey.

MARKETING BRIEF



Campaign Strategy

This campaign positions Louis Vuitton as a symbol of global movement and personal evolution. Rooted in its travel heritage, the campaign presents travel not just as a physical journey but as a reflection of identity and ambition. Through bold, cinematic visuals across iconic international locations, the Louis Vuitton bag becomes a constant companion, representing progress, success, and self-expression.

Brand Research

- Founded as a travel goods house with strong heritage in craftsmanship
- known for iconic monogram and trunk-making legacy
- Strong association with travel, lifestyle, and global culture
- Recognized for cinematic storytelling and aspirational luxury branding

Market Research

- Luxury consumers seek experience tied to lifestyle and identity
- Travel and mobility are strongly linked to aspirational living
- High engagement with cinematic and emotionally driven luxury campaigns
- Editorial storytelling performs strongly across digital platforms

MARKETING BRIEF



Target Market

- Ages 28-45, affluent consumers with a global mindset
- Career-driven individuals with aspirational lifestyles
- Frequent travelers or those inspired by global culture
- Value timeless luxury, aspiration, and identity-driven storytelling

Omni-Channel Marketing

- **Social Media:** High-impact editorial visuals and short-form storytelling content highlighting movement and lifestyle
- **Digital Platforms:** Cinematic campaign storytelling through digital luxury advertising and editorial-style content
- **Experiential:** Pop-ups and immersive installation inspired by travel and movement
- **Collaborations:** Celebrity ambassadors and artists to amplify global reach and cultural relevance
- **Retail:** Window displays and store environments reflecting the campaign's journey narrative

MARKETING BRIEF



Art Direction

- Cinematic and editorial visual storytelling
- Focus on movement, transition, and emotional narrative
- Warm terracotta and neutral palette creating visual cohesion across all three campaigns
- Blend of modern luxury styling with travel-inspired environments
- Consistent lighting, composition, and tone to create a refined storytelling experience

Photography Direction

- Locations inspired by global cities, transit spaces, and destination environments
- Soft cinematic lighting with warm contrast and atmospheric depth
- Editorial compositions with movement and storytelling focus

MARKETING BRIEF



Stylistic Direction

- Structured and polished luxury styling
- Strong silhouettes reflecting confidence and movement
- Neutral and timeless wardrobe palette
- Handbags positioned as central storytelling elements
- Refined hair and makeup maintaining editorial consistency

Editing and Visual Development

- Original Louis Vuitton imagery was transformed through editing, compositing, and generative AI environments in Adobe Photoshop
- Backgrounds, lighting, color grading, and composition were refined to create a more cinematic and cohesive luxury narrative

Cohesive Storytelling & Reflection

The campaign reflects different stages of a woman's journey, with each environment representing growth and evolution. The Louis Vuitton bag serves as a constant companion, creating continuity and connecting each moment into a cohesive narrative.

This project involved translating a conceptual narrative into a visually cohesive luxury campaign. Through exploration, feedback, and refinement, the final outcome developed into a stronger alignment between storytelling, brand identity, and visual execution. The process reinforced the importance of consistency across composition, color grading, typography, and emotional narrative when building a cinematic luxury campaign.