

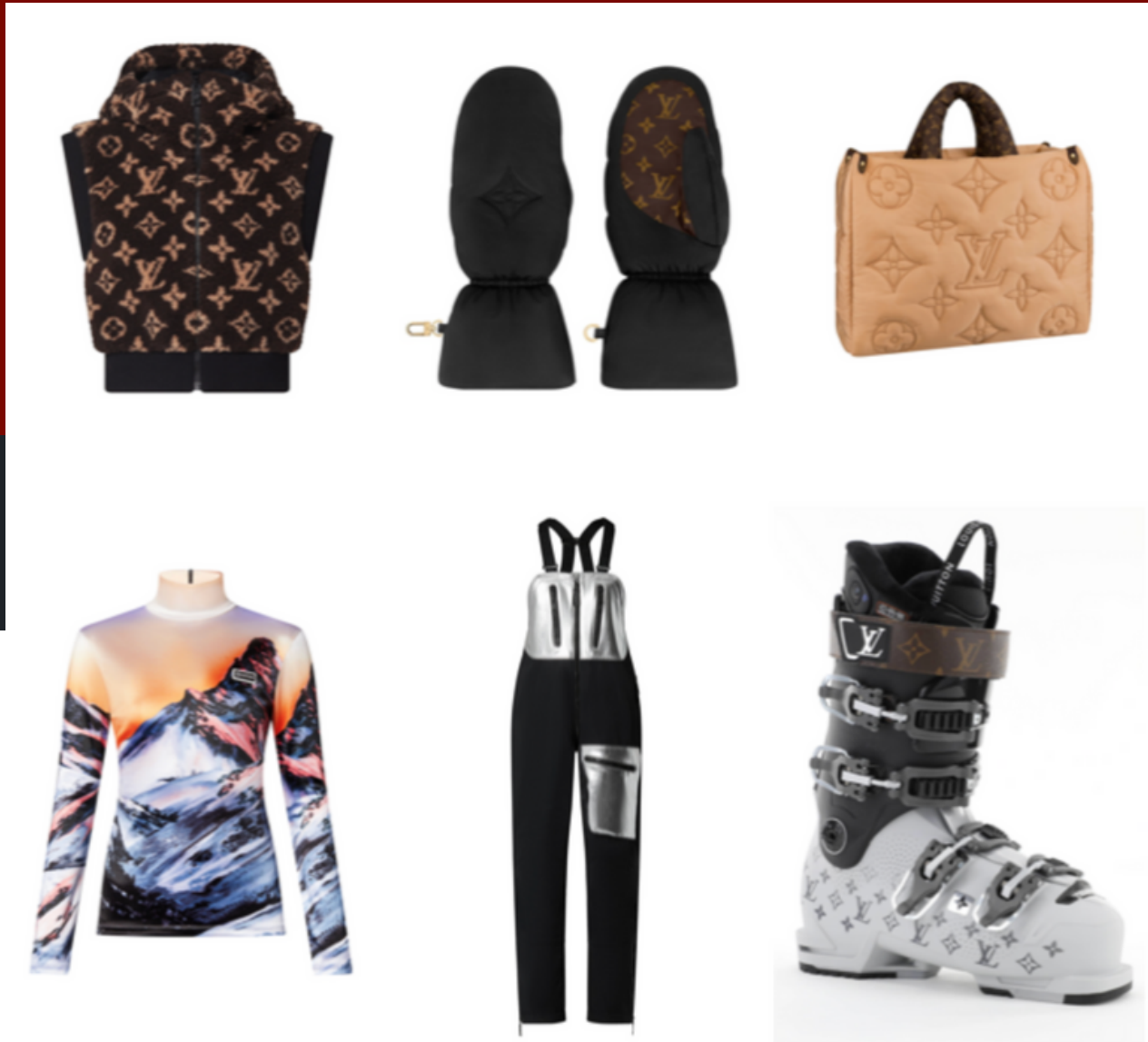
Louis Vuitton

Ski Collection

Yang Jiao

CMGT 517





2021-2022



2022-2023



2022-2023

Louis Vuitton Ski Collection

Ski & Snowboarding with Gen Z



Gen Z is described as a demographic group who love challenges, self-expression, and commitment to an active, outdoor lifestyle. The December 2021 report revealed that 37 percent of skier visits during the 2020-21 season were made by individuals aged 24 and below, a population that aligns with Generation Z.

Strategy #1

Brand Partnership

- Brand Collaborations would allow Louis Vuitton to surpass the conventional boundaries of luxury fashion.
- These collaborations would enhance the collection's safety and quality to a professional standard, while also fortifying the functional credibility of Louis Vuitton's products that correspond with their luxury price point.



Possible Brands for
Skiboard and Snowboard

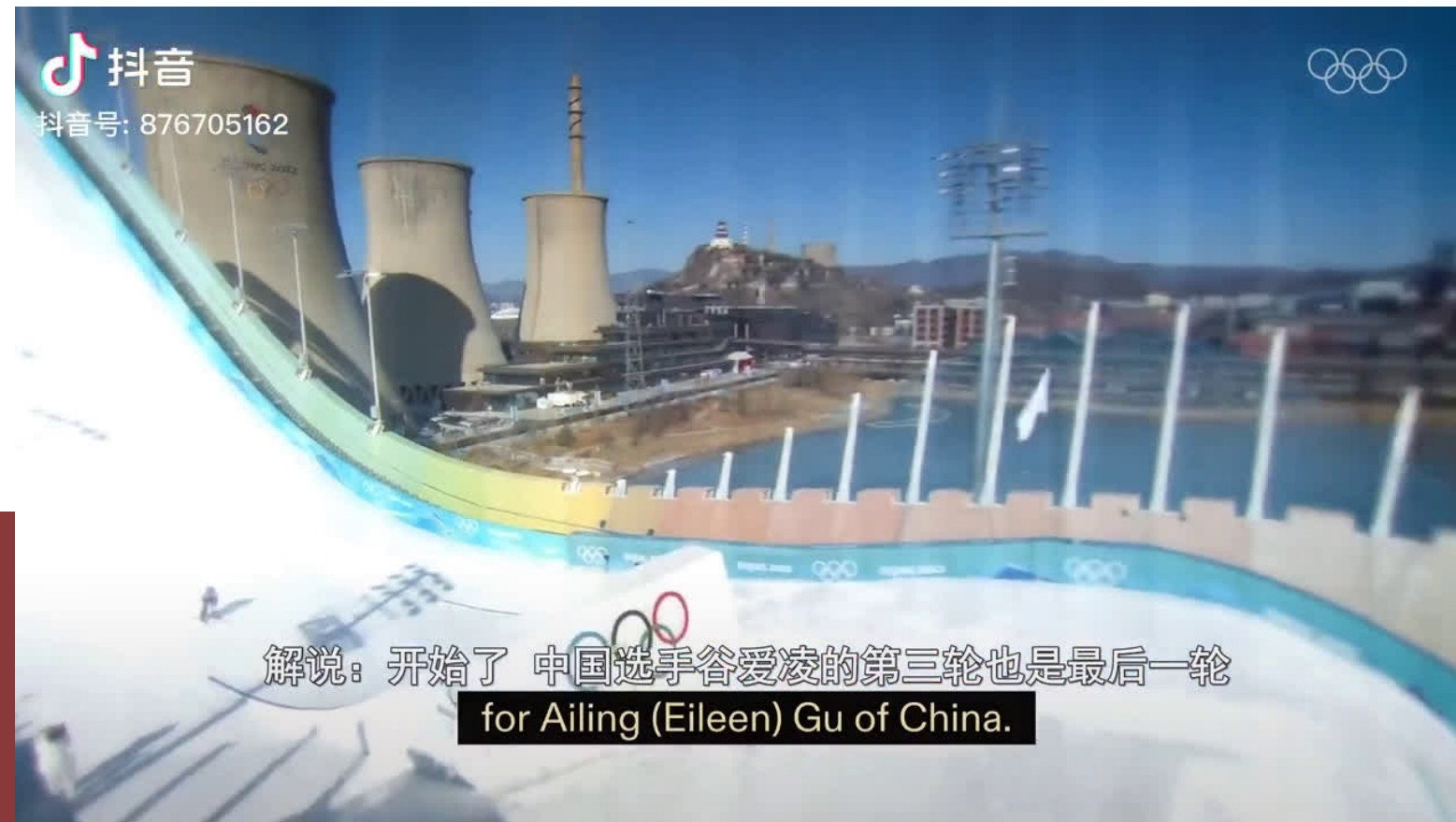


Possible Brands for
Ski Goggle and Helmet





Strategy #2 Influencer/Celebrity Partnership



Eileen Gu (2003)

- Born in San Francisco
- At age 18, she became the youngest Olympic champion in freestyle skiing after winning gold medals
- Stanford student
- Collaborated with Louis Vuitton in 2022. Attend LV fashion show as a model

Influencer Collab with Eileen Gu

01

Sponsorship

Customized ski equipment, including skiboard, ski bags, and a customized racing outfit

02

Social Media

Providing fans with exclusive insights into Eileen's competition preparations through Instagram Stories or TikTok short videos

03

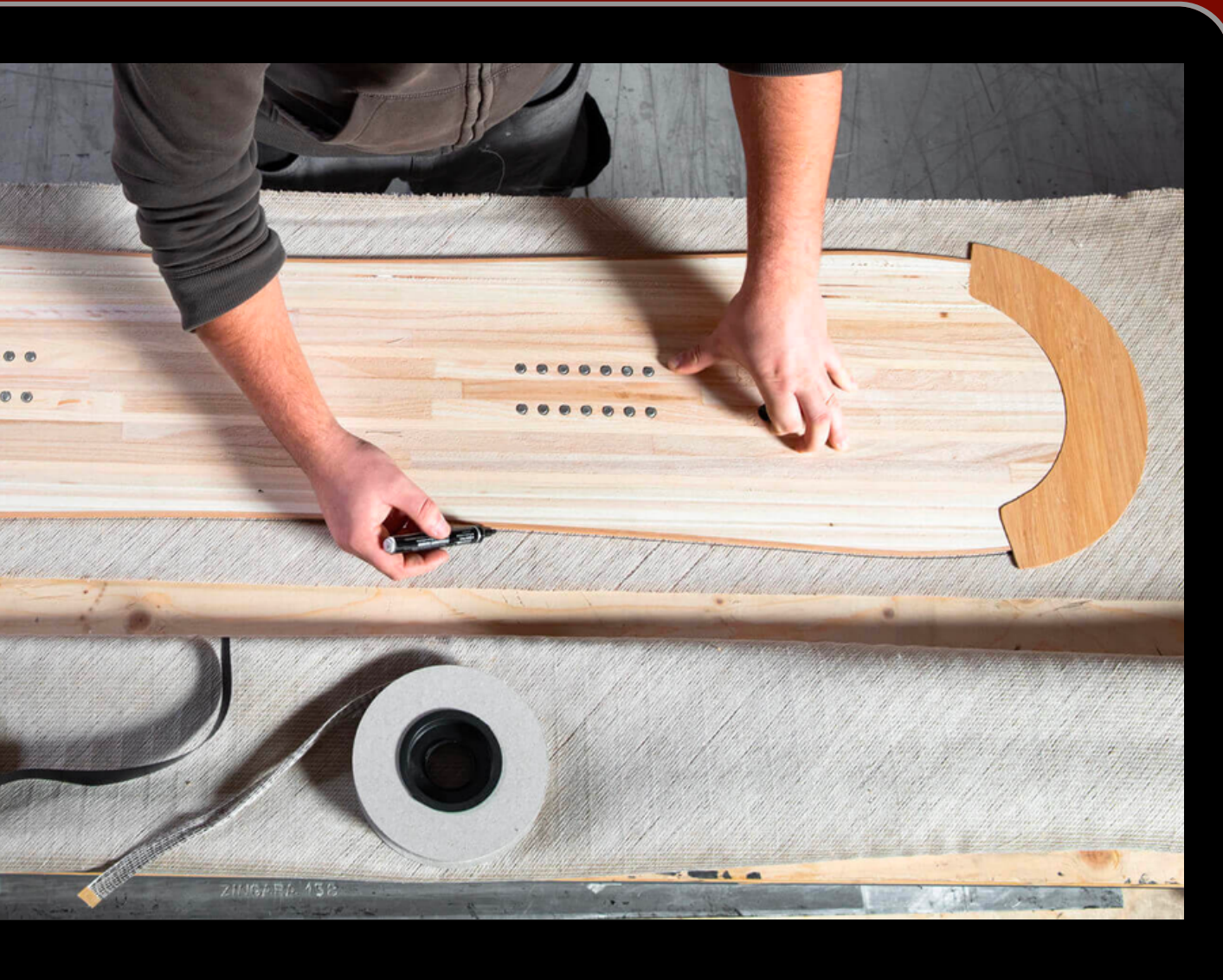
Signature product

Limited-edition collection can be launched. The line may consist of ski wear, casual athleisure pieces, or accessories

04

Donation

A portion of the revenue generated from the sale in the Eileen Gu-inspired collection could be donated to a charitable organization

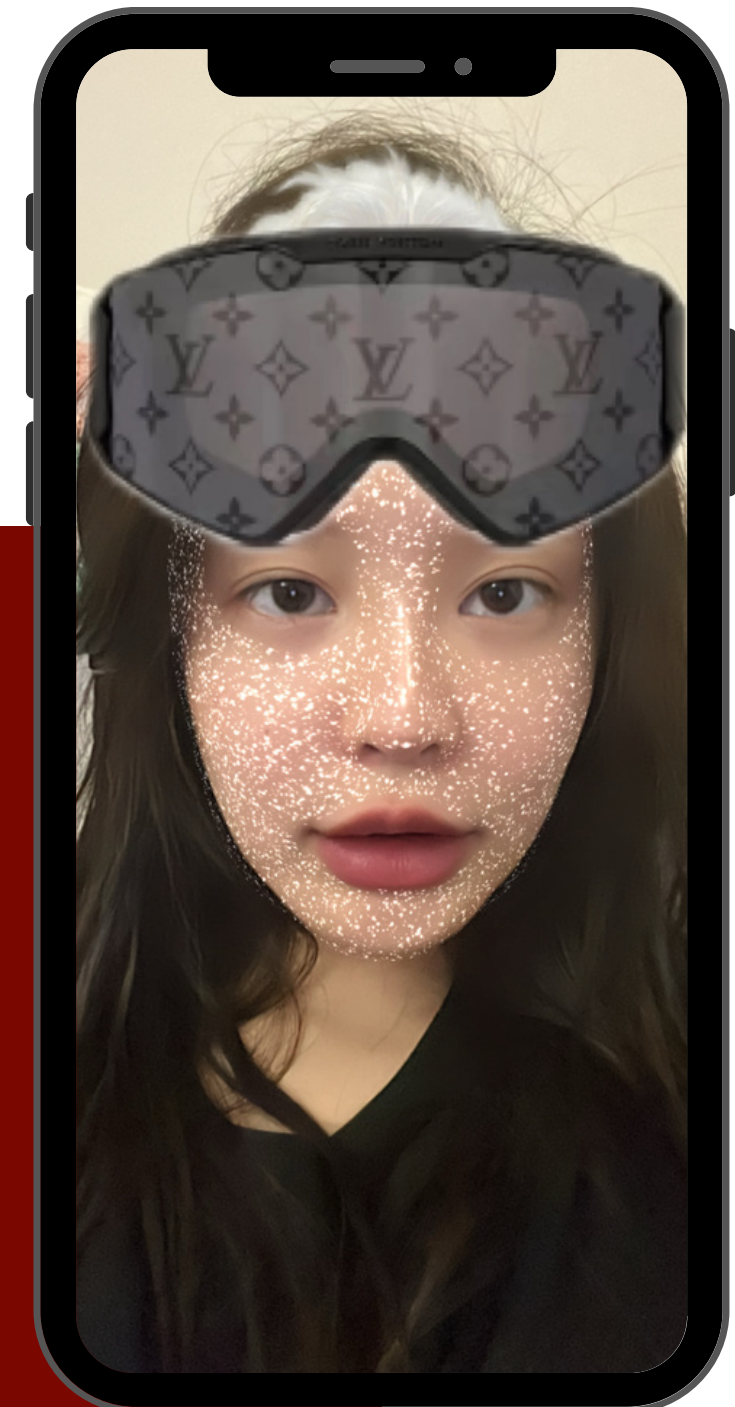
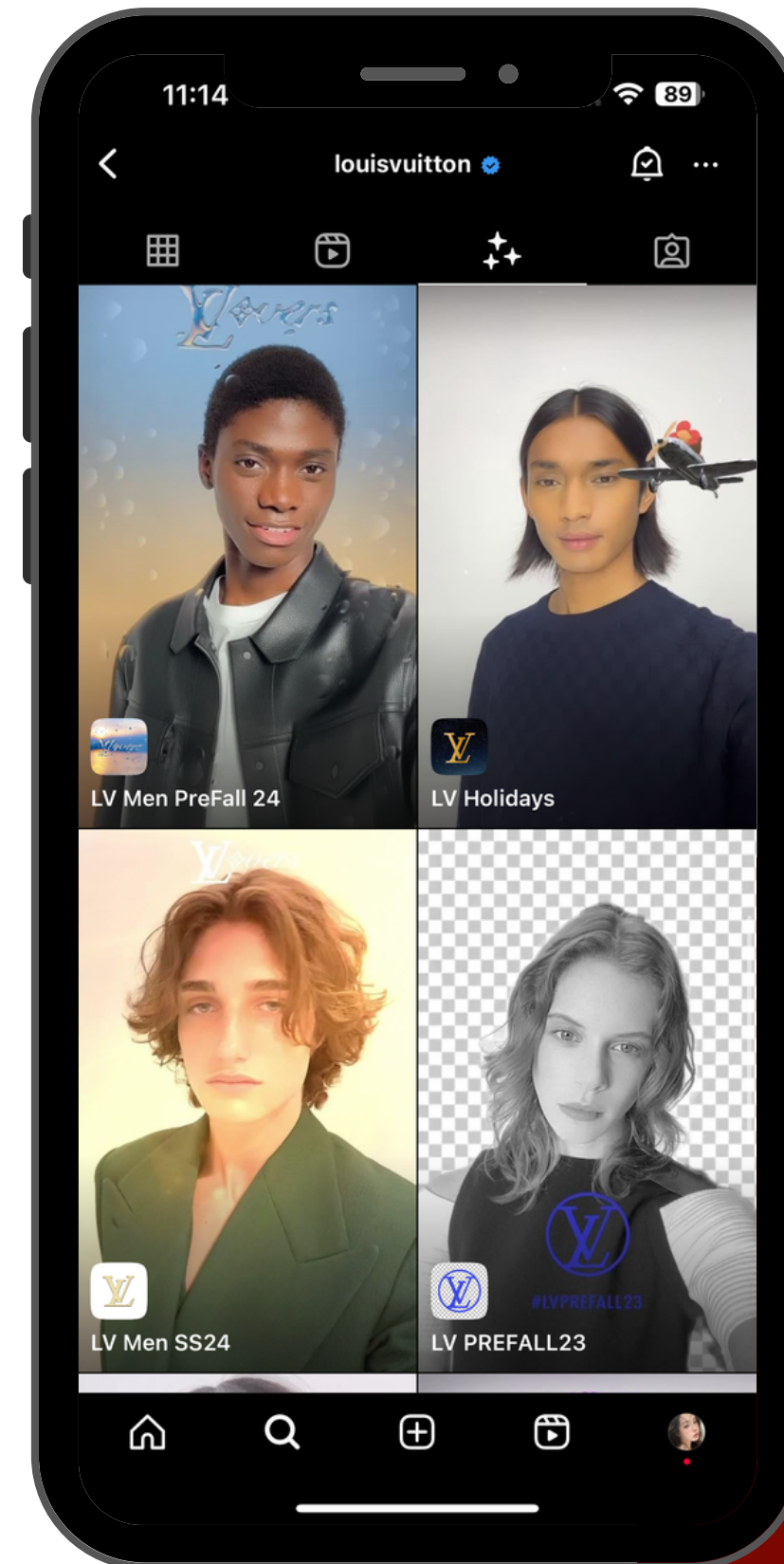


Strategy #3 Digital Storytelling

- Short documentaries or behind-the-scenes movies might showcase the sustainable materials and innovative processes used in the manufacturing of each piece, thereby reinforcing the brand's dedication to environmental responsibility.
- Testimonials provided by the craftspeople themselves could enhance the authenticity and craftsmanship of the luxury brand, highlighting the human element and skill involved.

Strategy #4 Social Media Campaign

- The implementation of augmented reality (AR) technology on Instagram provides users with a highly immersive and captivating experience. Louis Vuitton has the capability to develop personalized filters that enable consumers to visually test the latest ski goggles and helmets.
- Utilize Instagram Reels and TikTok to showcase the design of its ski collection. This media allows for the sharing of quick styling suggestions, breathtaking snowy landscapes, and the collection in motion.





Strategy #5 Diversity, Equity and Inclusion

- Louis Vuitton has the potential to collaborate with athletes and influencers who come from underrepresented groups
- Louis Vuitton can develop and promote product lines that cater to adaptive winter sports.



Thank You

For Your Attention

Question?

