

Louis vuitton brand essay



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Attachable Which tools Louis Button used to advertise their breed In general? Is it successful? The modern world Is Inconceivable without advertising. It Is plays a very Important role In the development of business opportunities. Today, In addition to television advertising, one of the most popular is Social Media. So, one of the most famous, the most demand and the most expensive luxury brand- Louis Button is a French fashion house which specializing in the manufacture of luggage and bags, clothes and accessories uses all advertising options, thereby developing their brand.

Louis Button founded his brand in 1954. Today this brand represented in more than 53 countries and ranked 10th in the worlds most valuable brands in the list of Forbes. Now the company is part of the international holding company. In 1998 company expands the scope of entering into a new market sector. Let was promotes the appearance not only of handbags and luggage, but also clothes, shoes and accessories. Today as It was 150 years ago , the product made by hand.

You can buy one of the luxury brand known things only In official shops, to counter the Immense popularity of counterfeit products.

It Is well known that of all the products which carry the initials Louis Button only one percent is original products. Furthermore, need to know that the company has never offered discounts on their products and they do not sell their bags in Duty free shops. Perhaps, everyone today would like to have a bag from Louis Button, but who are the real owners of these things? Who can afford his luxury? Of course, the biggest success of the brand is enjoyed by

very wealthy buyers. Repeatedly this famous bags papered on the pages of magazines in he hands of very important personalities.

But today, people of moderate means who want to replenish their wardrobe with original Louis Button can do it.

Unlike brands such as Chanel or Hermes, In Louis Button prices start from 500-600 dollars, which clothes can be seen not only on the adult , but also on the teenagers. It Is said that the brand is targeted as a wide audience and has no age restrictions. It is interesting to know that according to the repost of a research of the university of Huron, more than a half of all Louis Button sales provides by Chinese consumers.

Despite their prices, there are always a lot of people in their stores, because of their advertising showcases which attracts not only customers , but also people who want to touch the legendary bags. Monogram floral design on their products is a symbol of luxury and the company advertising can be seen not only in fashion magazines, but also in the most popular social networks, on television, and one of the main differences in Louis Button advertising from other brands is a huge Imitations of products as a decoration of the shops.

All this attracts even more attention to the brand.

So, Louis Button brand Is one of the most profitable luxury brands In the world, everyone knows about it, but even such a well-known brand need to advert their on the fact that fans of the brand have not age limit and they are not have to be a millionaire to purchase a dream bag, it is clear that the

audience is very large. Although this is debatable. Because the company itself states on their official web site that one of the disadvantages is limited customers base. « Like many luxury brands in the premium luxury category, Louis Button also has the weakness of avian limited customers consisting mainly of the elite and super rich who want to make a statement and be distinctive from othersB»(Louis Button, 2014).

Despite this fact, with a strong desire not only the elite can save enough money for one of the things from Louis Button. That is why the brand extends their advertising on a huge audience. It is can be gauged by the fact that in 2009 Louis Button spent 687. Million dollars on advertising(Market Frees, 2009).

Strategy of the company is to discover the customer ' s needs in the real time on the social web and discover nonuser sentiment and their media perceptions. They understand that first of all they should be in touch with their their customers by Social Media because nowadays Social ' media is a new way to create marketing. B« Social Media is very interesting and brings opposite personalities together. There is this idea of openness and of community that lets consumers connect and share said Camel 0. Digital director at Louis Button, ParisB».

The company has accounts on such well-known sites as Faceable, Twitter, Mainstream. So on Faceable they have more than one million fans n the page, where they share news from their fashion shows, and in ' twitter they have more than twenty thousand followers. Besides this they have their account in the Mainstream (one of the most popular application today) where

they post their latest collections and they followed by about one million people. Also brand has its own official website.

To increase its attendance they gave an opportunity to access to the site to the forty bloggers who specialize in fashion, trends and communication to unwind it before the official launch. It really contributes to the rapid development of site's popularity.

Except the internet Louis Button known as as a brand with the most luxuries commercials, which are aired on TV, not just on fashion channels but also on the business channels. They invited different celebrities for their commercials such as Madonna, Angelina Joliet, Nicole Kidnap, Mohamed Ali and others.

It is a great advertising strategy, which is used by most of the brands, as it is not secret that many people repeat after their favorite stars, that is why Louis Button chooses the best of the best. TV is one of the most proven ways, as the audience after 50 years probably used to watch TV more often than visit social networks. One of the most important features of Louis Button can be called outdoor advertising. That is catches everyone ' s attention.

Brand uses traditional motifs, acting by these on Byers.

So Louis Button set up the shop in Singapore, is reminiscent of an ocean liner, to emphasize its heritage - travel and tourism. Another one is a huge pavilion-suitcase in Moscow on the Red Square, which resembles most of the history of the brand and the fact that the original Louis Button engaged in the

manufacture of luggage, which caused not only positive correction of the residents, but also sharply negative. Can not be left remarks street billboards that people can see in traffic or just walking around town, featuring a famous person advertising the famous brand.

Does it all work equally well and attract new customers? Definitely yes, on attracting buyers have social networks.

Firstly internet at the peak of popularity, it is very fashionable to be a fashion flogger, and follow them, and that is why companies offered them their clothes to advertise it. Secondly primary audience of Louis Button uses internet more than TV, and every day they go to the favorite website to check what they can buy at Louis Button store to impress their friends or make a plan how much they need to save to become the owner of one of the Louis Button thing.

Now, it is more clear that advertising plays a major role in companies life. In addition to various branding strategies such as brand extensions and strategic pricing advertising is demand an effective strategy for luxury fashion brands to develop and maintain huge demand and consumption (Mathematical Problems in Engineering, 013). Louis Button understand it and does not skimp on advertising, just improves it every year.

Based on the history and traditions they create advertising and attracts more audience.