

LV LOUIS VUITTON

SCREENPLAY_WOOD FURNITURE_DAMIER COVER



SCREENPLAY

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Evolving
The Evolution of Louis Vuitton Retail Environments

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PROJECT TITLE



SCREENPLAY

This document has been prepared as a Project Report for the Second Seminar in the Master Course in Design according to the general brief with specific reference to the brief of our project leader. This Project also includes a digital presentation and a body of sketches and renderings.

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INTRODUCTION_

Louis Vuitton is an old brand with a long history and tradition. The name Louis Vuitton stands for craftsmanship and a style that is timeless. Louis Vuitton products celebrate the art of travelling and especially in the older days, adventure. Louis Vuitton has a strong and loyal client base which is growing rapidly in the Far East countries. As times change, society changes. Where the Louis Vuitton customer used to be consistent, rather conservative, above their thirties, financially well-off and likely to purchase a matching set of Louis Vuitton products to complement their outfit, there is a new Louis Vuitton customer today. A customer in their twenties who will buy one selected Louis Vuitton item to mix and match it with their often casual outfit. There are two types of customer within this group. The young and trendy teen or twen with an inherited family fortune who is spontaneous in his/her purchase of a special item of interest. He/she buys expensive items on an impuls without much thought for the mere pleasure of shopping and owning the latest fashion trend. Secondly the young teen or twen who desires a Louis Vuitton product for personal validation, to belong to a certain social group or likeness with an idol. This customer will save up for a long time towards a specific product to be able to afford this kind of unusual luxury purchase.

Louis Vuitton has been very consistent, almost careful, in their company strategy over the years in regard to changing their architecture and product design. Tradition and timelessness are the heart of the Louis Vuitton brand representation and public perception. But with this approach Louis Vuitton can only attract one kind of customer. To broaden their client base, the company has to focus on the contemporary. Louis Vuitton very recently has started to make drastic changes in the company approach to the exterior architecture of their stores. Mainly in the Far East, Louis Vuitton has worked with very famous architects to develop incredibly innovative and technologically advanced facades. Being on the edge of design has become extremely important in a fast-paced society like ours. In Architecture, Fashion and Accessory design. With the arrival of Marc Jacobs, Louis Vuitton has introduced a young and trendy fashion, jewelry and accessory line in cooperation with hot contemporary artists and designers. In this transition from old to young, the Louis Vuitton store interiors stand out. The atmosphere in Louis Vuitton stores is conservative. It is serious, dark and heavy. If one enters a Louis Vuitton environment, one has the feeling of being checked for status. Louis Vuitton interiors are designed for the conservative older customer to feel comfortable. A young customer is made to feel like an intruder. Deliberately ? Objects are behind glass or in shelves blocked from the customer by sales counters or staff. If a customer would like to see or touch an item up close, he/she has to ask for assistance. In that moment, opportunity is lost. If one has to ask to see an item and is supervised by doing so, he/she feels pressured and uncomfortable. He/She might decide not do so at all.

To attract the young customer into the Louis Vuitton environment, create a memorable experience and to evoke a purchase, the young customer has to feel comfortable and inspired within the space.

KEYWORDS_

Accessibility, immediate interaction, discovery, curiosity, freshness, flexibility, visually lightness

ABSTRACT_

The concept of *LV Screenplay* is the creation of an enclosed space within the context of existing Louis Vuitton store environments to display products for the younger customer. In this space the young customer feels comfortable and is allowed to interact freely with the products on display. The interaction level between customer and product is the focus of this concept to create product accessibility and a more immediate experience with the product. The space is a permanent display case, an accessible vitrine, hosting temporary display installations that have a more contemporary Louis Vuitton language and that can challenge the way people view Louis Vuitton merchandise. The structure provides a display area for Louis Vuitton products and an interactive kinetic mirror surface for the customer to try on and view products on themselves while moving around inside the vitrine. The motion behaviour of the mirror surface provides another level of customer to product interaction, creates visual interest and evokes curiosity.

The subtle and discrete use of technology and advanced materials is part of the LV architectural approach. It does not contradict or conflict with the existing Louis Vuitton interior design language and is a logical condition for the coherence of the project.

PROJECT DESCRIPTION_

The idea of the *LV Screenplay* concept was to create an interactive retail space for the young customer within existing Louis Vuitton environments. The space would be an area designated to the young customer and would focus on the keywords listed above. The space could be enclosed or open as long as it was a clearly defined area and would create a unique stand alone experience.

The research and development phase of this project was very intensive. Our group went through a series of separate ideas, each with the potential of becoming a project (the ideas are illustrated in the sketchbook). The initial ideas were a *LV conveyer belt* in three dimensional space. The idea was dismissed as research showed a Prada Store environment with a conveyer belt. A *raised platform* playing with the idea of the temple, the sacred passage and sacrifice. A *three dimensional Damier pattern* of blocks which created seating and display options in various configurations and interaction possibilities. The blocks could change in height and create a changing Damier landscape. A *rotating Damier wall* display with a cafe where customers could enjoy a free coffee and get product information. The wall was inspired by the Louis Vuitton trunk wall and was created from a pattern of rotating display cases. The customer could interact with the cases and the products displayed in them. Last, a *reversed vitrine*, the idea our group chose to develop.

The concept is a play on the idea of the traditional vitrine. The vitrine, an enclosed glass showcase for a precious object which the viewer is not supposed to touch. *Reversed*. Enlarging the vitrine, putting the viewer inside the vitrine and allowing him/her to touch the objects inside the vitrine only.

The vitrine is a permanent display case complementing the Louis Vuitton store interior. Even though it is a space for the young customer and contemporary in design and materials, it does not conflict with the established interior design language of the store. Like a window display case, the inside of the vitrine can host temporary more radical display installations depending on the season and the collection on display.

In the course of this project our group went through a long phase of material research on *shape memory materials* as metal meshes and foam, to create interactive deforming display surfaces, *magnifying glass* lens effects to play with the idea of craftsmanship and detail, *three dimensional weaves* to create light structures and volumes, *one way mirror glass* to create curiosity and play with visual perception and *motion mechanisms* to play with the level of immediate customer interaction. The research lead to the development of a series of new materials for Louis Vuitton for future use within or outside the context of our project (see sketchbook).

LV Screenplay is a flexible display concept. Various elements can be combined in different configurations depending on the desired effect or spacial constraints.

The Rotating Mirror Wall is an interactive screen. Panels rotate in a frame according to a referenced motion. The panels follow an object / person moving along in front for the screen creating an undulating visual effect. In the open position, the panels give view through the screen and display the Louis Vuitton Logo over the whole surface. In the closed position, one side of the surface serves as a mirror.

The Glass Element serves as a stage and is a literal translation of the vitrine idea. The customer moves around in this area in front of the mirror to view a chosen product on the body.

The Metal Structure is the retail display area. Interlocking strands form a space with integrated shelving for product display. The structure is visually light and contemporary in materials and construction. The system of interlocking strands allows for furniture elements to key into the floor in multiple configurations.

Furniture elements key into the floor in multiple configurations. Various furniture designs and materials can be chosen and combined to create an ever changing interior.

CONCLUSION_

As we have designed a full display system with exchangeable elements and materials, there is still room for further development in various areas. The proposed materials could be translated into further furniture pieces, wall elements, screens or used on the exterior as facade elements. Within the given timeframe, we have conducted a deep investigation and have explored many different possibilities. It would be interesting to see where this project could develop was it to be continued.

REFERENCES_

I cannot record all references as our research was very intensive and broad in spectrum. This is a selection of referenced material.

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