

FRAGRANCE AND PERSONAL CARE

West Coast streetscapes featured in new project from Louis Vuitton

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The Cologne Perfumes Collection is seen staged amid a pop-art project from multimedia artist Alex Israel in new campaign videos. Image courtesy of Louis Vuitton

By EMILY IRIS DEGN

French fashion house Louis Vuitton is reframing a set of fragrances inspired by the Californian lifestyle.

The brand is collaborating with multimedia artist Alex Israel to present "Ocean BLVD," a six-foot sculpture that mirrors West Coast streetscapes. In new campaign videos, Louis Vuitton's Cologne Perfumes Collection is seen staged amid the pop-art project as animated additions take the products to the next level.

"As a proud and sentimental Angeleno, Alex Israel has built a reputation through his art of drawing inspiration from the City of Stars," said Stphanie Labeille, luxury branding and public relations consultant at [Stphanie Labeille](#), New York.

"Being associated in the collective unconscious to the City of Lights, Louis Vuitton traces the subliminal link between the two cities and countries of L.A. and Paris; the U.S. and France," Ms. Labeille said. "Ahead of the 2028 Olympic Games, set to occur in Los Angeles, is Louis Vuitton, the current sponsor of Paris 2024, preparing for this very near future?"

"The Louis Vuitton x Alex Israel collaboration is inviting us to put on pastel-colored lens glasses and spray our life in pink with their new cologne creations."

Ms. Labeille is not affiliated with Louis Vuitton, but agreed to comment as an industry expert.

France to California

According to Louis Vuitton, its cologne perfumes are, in a bottle, the essence of California and its laid-back lifestyle.

The collection includes five scents that nod to Los Angeles specifically: Afternoon Swim, Pacific Chill, City of Stars, On the Beach and California Dream. In a fashion true to the West Coast, a region known for its embrace of sustainability, the entire array is refillable.

Louis Vuitton and Alex Israel present Ocean BLVD

Each product is \$320 and exclusively available on the maison's [website](#) or in stores.

In a campaign video, which is now live on Louis Vuitton's digital channels, the lineup is advertised in animated visuals. A female

main character is shown enjoying the products in their respective settings for example, she indulges in the Afternoon Swim spritz as she lounges on a beach, surfers braving the waves in the sparkling, turquoise water that matches the shade of the bottle.

The release digs into the many facets of the drop, not only picturing its Californian vibe but the products' use cases as well.

This is complemented by the aforementioned sculpture from Los Angeles native Mr. Israel. The contemporary artist has been working with Louis Vuitton since 2019, having since added his colorful touch to handbags ([see story](#)) and, like this time around, unisex fragrance ([see story](#)) in fact, a character from his 2021 On The Beach campaign appears in the latest advertisement.

Like these other collaborations, Mr. Israel's view of the California lifestyle is expressed in the Ocean BLVD structure.



Mr. Israel's sculpture features a theater, restaurant, spa, lifeguard station and surf shop, capturing the essence of the Los Angeles lifestyle. Image courtesy of Los Angeles

Crafting a three-dimensional boulevard, the creative has built a miniature version of a typical Los Angeles street scene, from the architecture to the palm trees. Made in France, it took 500 hours and 20 artisans to finish.

Louis Vuitton's savoir-faire as a trunk maker is apparent, with details such as the palm fronds and rooftops comprised of signature materials like Taurillon, Taiga and natural beige leathers.

Each facade on the 6.57-foot sculpture represents each cologne, from the Pacific Chill spa to the On the Beach surf shop. A City of Stars cinema, California Dream restaurant and Afternoon Swim lifeguard station complete the picture, showing some of the most recognizable pieces of the locale, dining and recreation included.

The scents themselves likewise vary, with some inspired by the Sunshine State's "cool attitude" and the "energies of nature" while others bring to life the "nocturnal fantasy at the heart of a city that never sleeps."



Mr. Israel applies his famously vibrant color palette to the Louis Vuitton sculpture, matching the fragrance bottles it advertises. Image courtesy of Louis Vuitton

"The multimedia artist, Alex Israel, who has shown everywhere from the Whitney Museum to MoMa, is the perfect addition to the contemporary art landscape of Louis Vuitton, France and its well-respected partnerships with renowned artists," said Ms. Labeille.

"The master perfumer of the house, Jacques Cavallier-Belletrud, has blended in distinct themed bottles the essence of the excellence and know-how of Louis Vuitton with the perception and interpretations of Alex Israel's Californian virtual fantasy world," she said. "While Louis Vuitton's heritage imagery tends to be associated with vibrant leather tones, the pastel color

palette chosen to promote the new fragrance reflects the Pacific Coast's graduating lighting.

"The house of Louis Vuitton seems to have crafted a strategy that makes its multigenerational clientele embark into a dreamy land, gravitating towards a healthier and more energized lifestyle where sport, culture and art worlds meet."

The L.A. factor

According to earnings records for the first half of 2024, 25 percent of the revenue brought in by French luxury conglomerate LVMH, Louis Vuitton's parent company, came from the United States.

Year-over-year, U.S.-based totals are up 2 percent. With American consumers consistently buying luxury, and specifically that of Louis Vuitton, many campaigns and marketing efforts are geared toward the demographic.



In its latest campaign, Louis Vuitton captures typical scenes in Los Angeles such as surfer-speckled waves. Image courtesy of Louis Vuitton

Frequently, key luxury markets in the nation such as New York and Miami are given the spotlight, with maisons recruiting local collaborators or picking these metropolitan areas as the settings for advertising imagery.

However, Los Angeles, and southern California in general, is arguably the most popular choice. With Hollywood's star-studded occupancy, downtown's thriving arts scene and Beverly Hills's famous high-end shopping district ([see story](#)), the City of Angels is not just depicted as a location, but a vision of an aspirational lifestyle dominated by wealth, culture and success.

"The city of Los Angeles and the State of California will, in the years to come, regain more and more attention," said Ms. Labeille.

"It will affirm its reputation on many fronts and the brand is sending a clear signal that they will actively be participating in that trend, and most likely, in a spectacular way."

Louis Vuitton Cologne Perfumes. The immersive Ocean BLVD masterpiece, imagined by artist Alex Israel, backdrops the Maison's California-inspired fragrances by Master Perfumer Jacques Cavallier. Discover [#LouisVuitton's #LVParfums](#) at <https://t.co/kMdF69Wyo4> pic.twitter.com/RdVBhNmQfk

Louis Vuitton (@LouisVuitton) [August 1, 2024](#)

Across categories, prestige houses have favored the site for shop openings and themed drops around its scenery.

Over the last few seasons alone, U.S. retailer Neiman Marcus has shown off vagabond-style looks against L.A.'s palm trees ([see story](#)), Italian fashion label Gucci has displayed its collections on the coast ([see story](#)), fixtures maker Kohler has unveiled its nature-hued creations at lush orchards in the hills ([see story](#)) and French fashion house Dior has marketed its hosting sets inside mansions in the city's exclusive neighborhoods ([see story](#)).

Though each focused on a different side of Los Angeles, whether that be as a leisure destination or the entertainment capital of the world, a single theme weaves its way throughout: this is the place to be.

The products staged in these visuals are framed as pieces of the West Coast hotspot, with audiences nearly sold the idea of the city just as much as they are sold the appeal of the for-purchase offerings.



Centering a lifestyle rather than a physical object is a popular way that luxury brands are marketing their products. Image courtesy of Louis Vuitton

Enabling the value of merchandise to transcend the tangible, the strategy transforms an item into both a physical and conceptual luxury. As ideas last longer than trends, the move grants staying power, particularly in the fragrance industry.

"Louis Vuitton is one of the most respected references when it comes to crafting a distinctive and consistent brand identity that reflects the essence of their products and services, creating a long-lasting and instantly recognizable brand image," said Ms. Labeille.

"Reviving the cologne arm of the business in 2016 has given Louis Vuitton the opportunity to leverage the brand's craftsmanship and heritage components while introducing new collaborations, including from the art and cultural worlds," she said. "Those strategic initiatives help align with the brand's values, maintain loyal customers and generate new client acquisition."

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