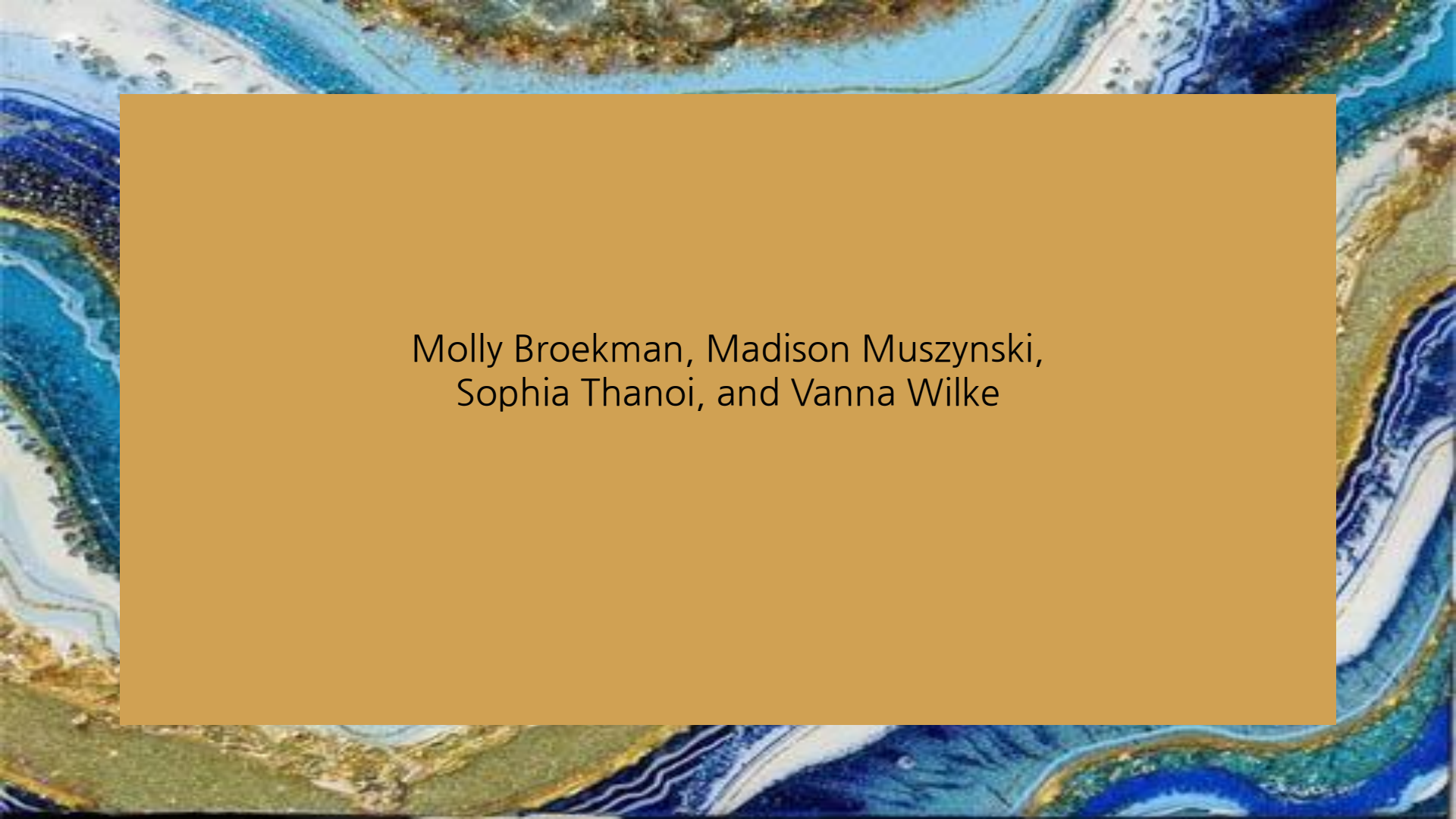


An aerial photograph of a river delta, likely the Nile, showing intricate patterns of water, sand, and vegetation in shades of blue, green, and brown. A large, solid gold rectangle is superimposed over the center of the image, containing the text.

THE
MET

×

LOUIS
VUITTON

An aerial photograph of a river delta, showing intricate patterns of water channels, sandbars, and vegetation. The colors range from deep blues and greens to light tans and browns. A large, solid gold rectangle is superimposed over the center of the image, containing text.

Molly Broekman, Madison Muszynski,
Sophia Thanoi, and Vanna Wilke

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Background

- In the early months of 2020, Coronavirus reached the United States, spreading rapidly throughout the country in March. Out of precaution concerning this highly contagious virus, events around the country have been cancelled and delayed, including the annual Met Gala.
- This year's Met Gala was to be sponsored by Louis Vuitton, with Nicolas Ghesquière serving as a co-chair alongside Emma Stone, Meryl Streep, Lin-Manuel Miranda, and Anna Wintour.
- With the Museum celebrating its 150th anniversary, this year the theme, "About Time: Fashion and Duration," reflects on this passage of time.

Brand Collaboration Concept

- Given the current crisis of COVID-19, this year's Met Gala has unfortunately been postponed until further notice. However, this unusual situation has opened up the opportunity to host the Met Gala in a nontraditional way: virtually.
- This year's Met Gala will be made possible with a collaboration between The Metropolitan Museum of Art and Louis Vuitton who will come together to host the 150th Met Gala online.

Brand Collaboration Concept

- There will be a collaboration of products, featuring limited edition pieces that celebrate this collusion.
- The event's ticket and product sales will be split fifty-fifty between the The Met's Costume Institute and the CDC Foundation to support the current pandemic.

MET Museum - *mission and vision*

The Metropolitan Museum of Art collects, studies, conserves, and presents significant works of art across all times and cultures in order to connect people to creativity, knowledge, and ideas.

The Costume Institute seeks to develop a deeper understanding of fashion amongst the public and to explore its artistic and historical significance. The Institute's aim is to study and exhibit fashion as an art form – to highlight the craftsmanship, the technical expertise, as well as the ideas and concepts behind it. The collection is the starting point for many of the exhibitions and is at the core of the Institute's mission.

Louis Vuitton- *mission and vision*

Louis Vuitton aims to create products that embody unique savoir-faire, a carefully preserved heritage and a dynamic engagement with modernity. These creations make Louis Vuitton an ambassador of a distinctively refined art de vivre.

Louis Vuitton aims to be creative and innovative, deliver excellence, and cultivate an entrepreneurial spirit. These core values inspire excellence and are the cornerstones of Louis Vuitton's long term success and vision.

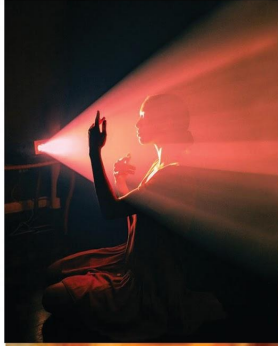
Core Values

MET Museum

- ***Excellence***
 - *scholarly, articulate, rigorous, efficient*
- ***Inspiration***
 - *creative, relevant, vibrant, challenging*
- ***Integrity***
 - *authentic, transparent, responsible, ethical*
- ***Accessibility***
 - *generous, welcome, engaging, inclusive*

Louis Vuitton

- ***Be Creative & Innovative***
 - *this combination allows LV to look forward to the future while embracing heritage*
- ***Deliver Excellence***
 - *meticulous attention to detail and perfection*
- ***Cultivate an Entrepreneurial Spirit***
 - *encourages risk-taking and perseverance*



Competitive Analysis

	Louis Vuitton	Gucci	Versace	Hermes
Core Values	Blend tradition and innovation, and kindle dream and fantasy	Cool and responsible, and value themselves on their craftsmanship	Proclaim victory, consciousness, unity, positivity, diversity, adventure, and integrity	capturing the past, imagining the future, and punctuating the present.
Brand Value	\$32.223 billion with a 14% growth	\$15.949 billion with a 23% growth (fastest growth)	\$2.12 billion	\$17.92 Billion with a 9% growth
Manufacture	France, Spain, and Texas	Italy except for watches which is in switzerland	Italy	Majority in France
Target Market	30-50 age group depending on product	18-30 age group depending on product	18-30 age group depending on product	20-40 age group depending on product
Promotion	Celebrities, print & social media, just recently TV, bags never go on sale	Social media, fashion shows, customer service, sales on seasonal items but not classics	Celebrities, automotive industry, luxury hotel, social media seasonal sales twice a year	Wait-listing, print media, movies, celebrities, Sales on seasonal items but not classics

SWOT analysis

Strengths

- Part of the proceeds go to a good cause so more people are trying to get involved
- Virtual gala, is still providing the funds for the Institute of Costume
- Good mental break with everything going on
- Merchandise has a luxury status
- Good look for both brands because they've never done a collaboration that is completely virtual

Opportunities

- If the virtual Met Gala is a success, it could be a gateway for fashion to continue virtually
- More traffic to both websites, which gives customers an opportunity to explore more
- It can showcase CSR for both brand's namesakes

Weakness

- Brands are both not located in the same country so it might be harder to set something up virtually
- Merchandise is viewed as a luxury status so may be harder to acquire it if you have a low disposable income

Threats

- Production for products might be affected because of pandemic
- A lot of traffic on the website could cause it to crash

Products

- The collaboration will consist of limited edition merchandise by Louis Vuitton featuring the collab's unique graphic.
- Products will be designed and produced by Louis Vuitton and will be consistent with the brand's quality and materials.

Products

- The collaboration will consist of a collection of the following products:
 - Compilation Book
 - Silk Scarf
 - Alma PM handbag in Epi Leather
 - Table Clock
 - Pocket Watch
- There will be a quantity of 150 per product made available for purchase after admittance into the virtual Met Gala.
- Products will be labeled with a number out of 150, representing the 150 years of the Met Museum's existence.

Price

The price of the virtual Met Gala ticket will be \$30,000. After entrance into the virtual event, guests will have the opportunity to enter the gift shop with limited edition products available to purchase.

- Compilation book: \$100
- Silk scarf: \$500
- Table Clock: \$3,000
- Alma PM Handbag: \$5,000
- Pocket Watch: For press and promotional purposes only

Place

- The collaboration will take place on The Met's website from 6pm-10pm EST on Monday, May 4th, 2020. Ticket purchase and entrance to the gala will only be through the following domain: metmuseum.org/gala.
- The virtual Met Gala will feature a red carpet where guests can live stream their Met Gala looks from home during 6pm-8pm followed by a virtual tour through The Met's fashion exhibit "About Time: Fashion and Duration" from 8pm-10pm while listening to Virgil Abloh's live music.

Promotion: Brands

- Promotion and advertising will be done virtually on all platforms of Louis Vuitton and The Met starting two months before the event.
- Louis Vuitton and The Met will be contractually committed to posting cohesive advertising about the event on Instagram once a week.

Promotion: Celebrities

- Harry Styles will be the collaboration ambassador contractually committed to advertising once a week about this event.
- Andrew Bolton, Anna Wintour, Meryl Streep, Lin Manuel Miranda, and Nicolas Ghesquiere will also be contractually committed to endorsing this event with at least five social media postings.

Promotion: Instagram Ads



 **metmuseum** 
Sponsored 

**THE
MET**
x
LOUIS VUITTON


38,484 likes

metmuseum Four limited edition products. One unforgettable experience. The Met Gala 2020 as a virtual collaboration between The Met x LV.


[View all 185 comments](#)

1 DAY AGO



 **louisvuitton** 
Sponsored 

**THE
MET**
x
LOUIS VUITTON

378,644 likes

louisvuitton Four limited edition products. One unforgettable experience. The Met Gala 2020 as a virtual collaboration between The Met x LV.

[View all 245 comments](#)

1 DAY AGO

Promotion: Instagram Story



2020 MET GALA “ABOUT TIME: FASHION AND DURATION”

A VIRTUAL EXPERIENCE
AND EXCLUSIVE PRODUCTS

metmuseum.org/gala



virtual
**MET
GALA**
featuring Louis Vuitton



“About Time: Fashion & Duration”

*Join us for a virtual gala featuring a special
METxLV collaboration with a limited quantity
of 150 per product. Proceeds benefit the MET
Costume Institute and the CDC Foundation.*

6 pm-10 pm EST
metmuseum.org/gala

Promotion: Website

In light of the evolving health situation, we have temporarily closed all our US stores. Please click [here](#) for the latest updates.

Ship to: United States [Can we help you?](#) +1.866.VUITTON



LOUIS VUITTON

NEW

WOMEN

MEN

ART OF LIVING

MAGAZINE

Product, Store, ...



We have partnered with The Metropolitan Museum of Art to host the 150th Met Gala virtually. Four limited edition products and one unforgettable experience. Proceeds will benefit the CDC Foundation and The Met's Costume Institute. For more information visit: metmuseum.org/gala

ABOUT TIME: THE MET GALA 2020

[VIEW PRODUCTS](#)

Promotion: Website

The screenshot shows the Met Museum website for the 150th anniversary gala. The browser address bar shows 'metmuseum.org/gala'. The navigation bar is red with the 'THE MET 150' logo on the left and links for 'Buy Tickets', 'Become a Member', and 'Make a Donation' on the right. Below the navigation bar, there are links for 'Visit', 'Exhibitions', 'Events', 'Art', 'Learn', 'Join and Give', and 'Shop'. A search icon and the word 'Search' are also present. The main content area features a large heading 'Celebrating 150 Years' and a subheading 'Honoring The Met's anniversary with a virtual experience and exclusive products.' To the right, a white text box contains a detailed announcement about the virtual Met Gala event, including details about the red carpet, fashion exhibit, live music, and limited edition products.

metmuseum.org/gala

Buy Tickets | Become a Member | Make a Donation

THE MET 150

Visit Exhibitions Events Art Learn Join and Give Shop

Search

Celebrating 150 Years

Honoring The Met's anniversary with a virtual experience and exclusive products.

Due to the current COVID-19 crisis, this year's Met Gala will instead be a virtual event made possible by a collaboration between The Met and Louis Vuitton. Celebrating the 150th anniversary of The Met, the virtual event will feature a red carpet, tour through the fashion exhibit "About time: Fashion and Duration", and live music. Four limited edition collaboration products will also be available for purchase inside the event. Ticket and product proceeds will benefit the CDC Foundation and The Met's Costume Institute.

Brand Graphic



The graphic incorporates branding for both sides of the collaboration, with the clock hands symbolizing the equal input of both brands

Celebrating 150 Years of Met Gala Fashion Archival Book



Pocket Watch Emblem Silk Scarf



Met x LV Table Clock



Met x LV Bag for Met 150



Design Elements, Principles, and Details

Elements of Design/Details

- Clockwork
- Minerals (Geode/Gold)
- Jewel Toned Colors
- Interconnected Filigree
- Numbered System
- Brand Logos/Elements

Principles

- History
- Time
- Elegance
- Culture
- Education
- Togetherness

Segmentation and Target Customer

- Primary Target Customer:
 - Celebrities
 - Individuals within the art and fashion communities
 - Brand Aficionados
 - Philanthropists
- Aspirational Target Customer
 - Younger Millennial Demographic
 - Fashion Enthusiasts
 - Micro-Influencers

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