



FASHION COMMUNICATION ECOSYSTEM

Case Study: Luxury Groups 2026

Presented By

Tr Thi

WHY THIS CASE STUDY?



- Luxury brands rely on ecosystem thinking, not single campaigns
- Messages move through media, creatives, influencers, and consumers
- LVMH and Kering represent two leading but different communication models

Goal:

Understand how luxury communication works in real life.

Luxury as a Communication Ecosystem

Luxury fashion communication is not a single campaign.

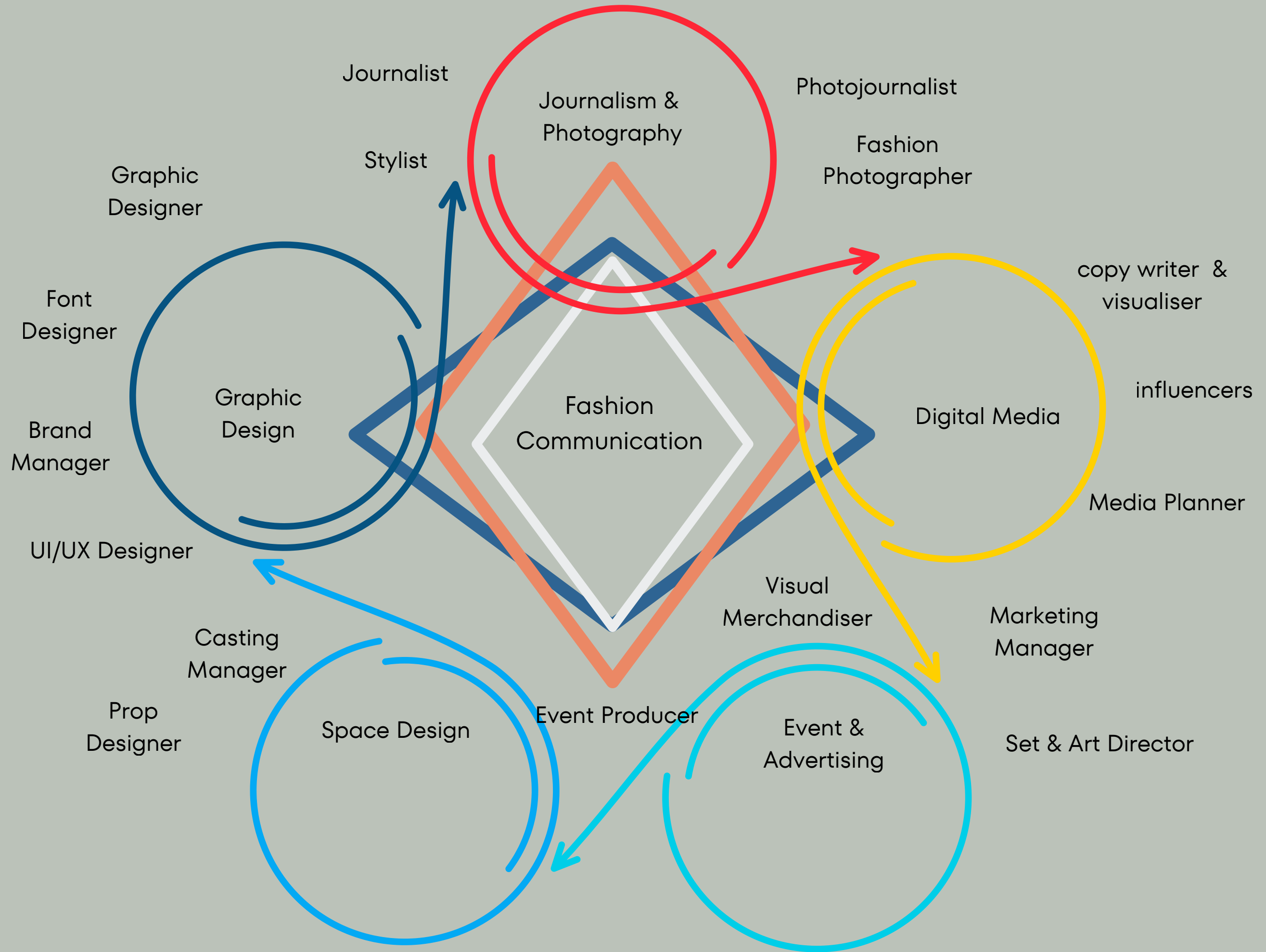
It is a system where meaning is created through brands, media, creatives, influencers, and consumers working together. For groups like LVMH and Kering, communication flows across platforms, cultures, and markets.

1. What “ecosystem” means in luxury communication

Luxury brands don't communicate through one message or one campaign. They operate like an ecosystem – many parts working together to create meaning, desire, and cultural relevance.

- Brand: defines the story, values, heritage, and visual identity.
- Creative teams: translate the brand into campaigns, visuals, shows, and storytelling.
- Media: spreads the message through magazines, websites, social platforms.
- Influencers & celebrities: add cultural relevance and social proof.
- Consumers: interpret, share, remix, and give new meaning to the brand.

All these actors interact continuously — not in a straight line, but in a loop.

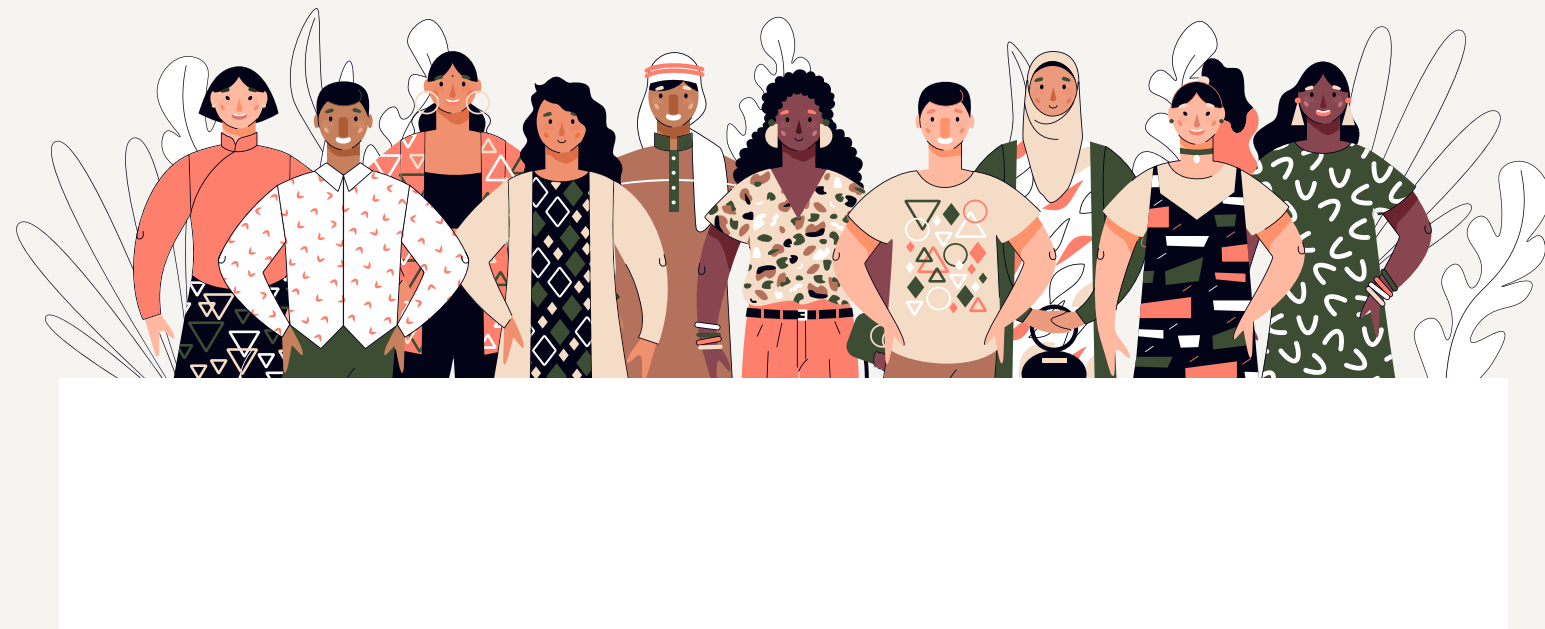


2. Why luxury needs an ecosystem (not just ads)

Luxury is built on symbolic value, not just product value. To maintain this symbolic value, brands must communicate across:

- multiple platforms (Instagram, TikTok, magazines, runway shows)
- multiple cultures (Europe, US, China, Middle East)
- multiple markets (fashion, beauty, jewelry, lifestyle)

This creates a network of meaning that reinforces the brand's prestige.



3. Case Study: LVMH as a Communication Ecosystem

Luxury is built on symbolic value, not just product value. To maintain this symbolic value, brands must communicate across:

A. Brand Core

Louis Vuitton's core story: travel, craftsmanship, French heritage. This story guides everything — from campaigns to store design.

B. Creative Direction

Creative directors like Pharrell Williams (Menswear) or Nicolas Ghesquière (Womenswear) reinterpret the brand for new generations.

They create:

- runway shows
- campaign concepts
- collaborations
- visual identity updates
-

C. Media & Platforms

- LVMH uses a mix of traditional and digital media:
- Vogue, Harper's Bazaar
- Instagram, TikTok, Weibo
- YouTube fashion films
- Live-streamed runway shows
- Each platform reinforces the same brand story but adapts the tone.

D. Influencers & Celebrities

LVMH collaborates with global cultural figures:

- K-pop idols
- Hollywood actors
- Athletes
- Digital creators

These figures help the brand speak to different cultures and age groups.

E. Consumers as Co-Creators

Consumers participate by:

- posting unboxing videos
- sharing outfits
- reacting to runway shows
- remixing brand content

Their participation extends the brand story beyond official channels.

4. Case Study: Kering as a Communication Ecosystem

A. Brand Core

Gucci's core story: self-expression, maximalism, individuality.

B. Creative Direction

Under different creative directors (e.g., Alessandro Michele, Sabato De Sarno), Gucci's communication ecosystem shifts dramatically.

- Michele → vintage, eclectic, narrative-heavy
- De Sarno → minimal, sensual, modern

This shows how creative direction reshapes the entire ecosystem.



Styling inspired by Alessandro Michele's maximalist era



Sabato De Sarno's Debut With The Gucci Ancora Campaign For The Spring/Summer 2024 Collection

C. Cross-Platform Communication

Gucci uses:

- TikTok challenges
- High-fashion editorials
- Art collaborations
- Museum exhibitions
- Global pop culture partnerships

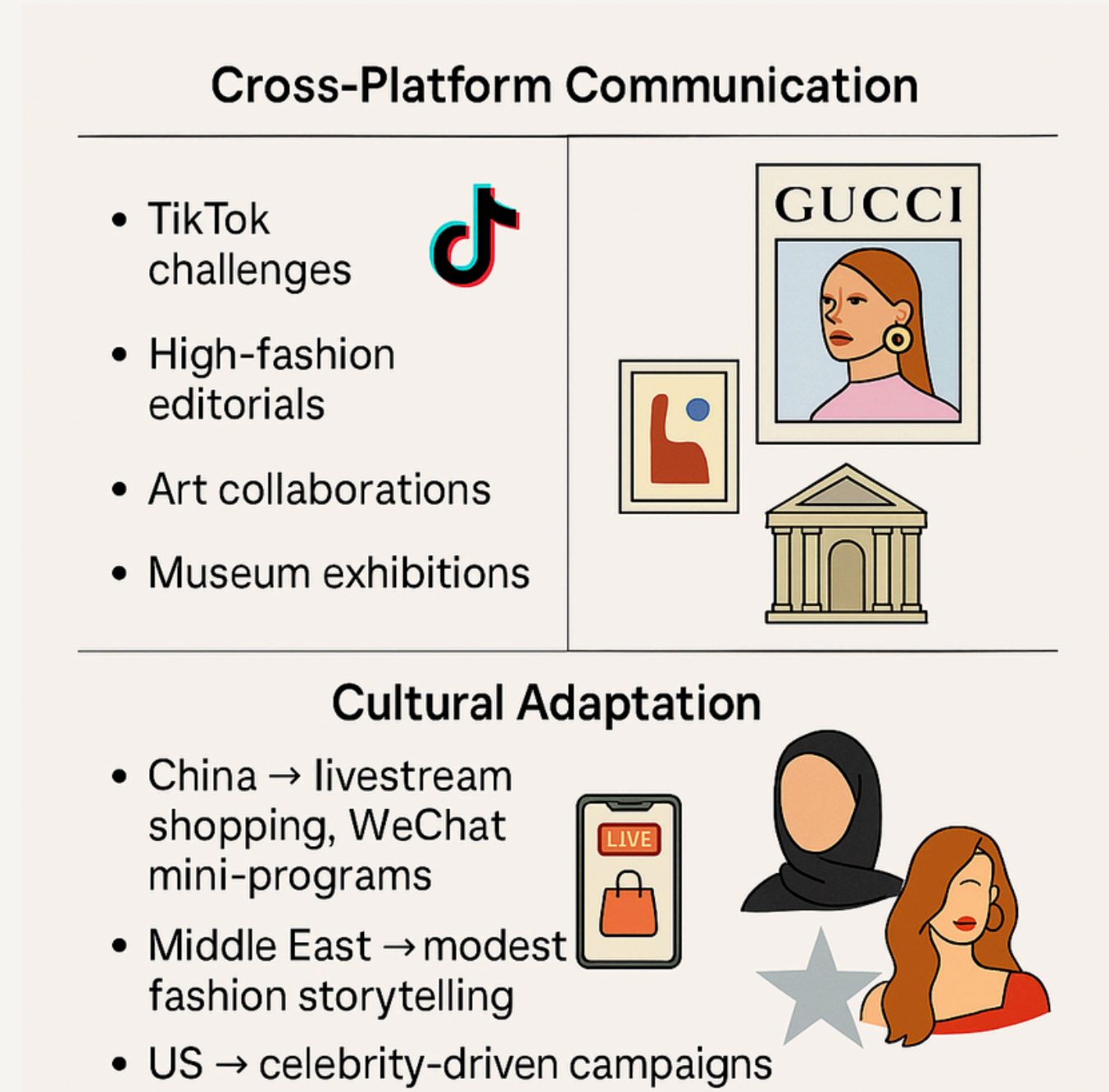
Each touchpoint reinforces the brand's identity.

D. Cultural Adaptation

Kering brands adapt communication for different markets:

- China → livestream shopping, WeChat mini-programs
- Middle East → modest fashion storytelling
- US → celebrity-driven campaigns

This flexibility keeps the ecosystem alive and relevant.



WHY is this an ecosystem? (Simple Explanation)

Because meaning is created by many parts working together, not by one campaign.

In Gucci's case:

Creative director → **creates the concept**

Media → **spreads the message**

Influencers → **make it culturally relevant**

Consumers → **share and remix it**

Markets → **adapt it locally**

This constant interaction forms a living communication ecosystem.

