

APPAREL AND ACCESSORIES

House ambassador Sophie Turner helps Louis Vuitton pitch reversible Neverfull

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English actress and house ambassador Sophie Turner stars in a campaign for the Neverfull Inside Out, a reimagined spin on the iconic tote introduced 17 years ago. Image courtesy of Louis Vuitton

By AMIRAH KEATON

French fashion house Louis Vuitton is calling attention to the launch of an accessory with an unorthodox twist.

English actress and house ambassador Sophie Turner stars in a campaign for the Neverfull Inside Out, a reimagined spin on the iconic tote introduced 17 years ago. With this drop, Louis Vuitton provides a case study in using design to push boundaries, as marketing highlights the maison's commitment to bucking convention from a new perspective.

Neverfull Inside Out

Launched Sept. 20, Louis Vuitton is presenting a fully reversible version of its most popular carry-all.

Three new takes on the Neverfull bring elements to the eye that are usually hidden inside, revealing interior linings, stitching details and functional pockets. The standard Monogram canvas, typically seen on the Neverfulls exterior, becomes the default for each bag's interior.

Its traditional structure and silhouette are also flipped, with hooks allowing the wearer to transform the line's largest-size addition, the **Neverfull Inside Out MM** finished in a grain leather, it retails for \$3,000 and is sold in Tan and Black into a hobo-shaped handbag.

The **Neverfull Bandouliere Inside Out MM**, which combines coated canvas with textile print, makes the style's classic fabric lining fully visible. Currently available in three vibrant hues, a special, seasonal Neverfull Inside Out adorned with travel patches in the GM size is soon to debut as part of Louis Vuitton's next Flight Mode collection.

Neverfull Inside Out. Channeling a casual refinement with its Monogram canvas or leather exterior, the sleek bag reverses to unveil a contrasting aesthetic, including a vibrant textile variation. Discover the collection at <https://t.co/aFsgFo6KQF#LVNeverfull#LouisVuitton> pic.twitter.com/rxGpkGsLoQ

Louis Vuitton (@LouisVuitton) September 20, 2024

Three smaller **Bandoulière Inside Out BB** bags, one in Rose Pondichery, and others in Black and a khaki-toned Dark Fango, are each priced at \$2,720. The mini Inside Outs most prominently features the Neverfull's removable zipped pouch, which has made it to the outside of the revamps, offering a playful mashup of the original.

With these design shifts, Louis Vuitton attempts to prove "that Neverfull does not mean never change," per a statement. The brand is joined by its ambassador, a star of HBO's Game of Thrones, to help promote the product.

Not only does the casting decision contribute to the potential for a viral moment, tapping into digital word-of-mouth waves here, the use of video is particularly strategic, helping showcase the multidimensional aspects of Louis Vuitton's latest design but Ms. Turner's personality itself is an asset, as her sense of humor shines through and supports the launch.

She appears in short-form digital content, taking pun-filled approaches to pushing the new Neverfulls.

@louisvuitton #SophieTurner #LVNeverfull
#LouisVuitton son original - Louis Vuitton

In one post, Ms. Turner prompts viewers to "follow her fingers" as she points toward the handbag and the camera pans down, exposing a Neverfull Bandoulière Inside Out tote, its black-and-red striped textile facing outward.

The shot returns to the campaign star's face, meeting her eye-to-eye. Seconds later, the purse is shown Damier Ebene Canvas side up.

"I call that trick The Turner," she says, in the video.

Contemporary turn

As recently seen during the Olympics, where French conglomerate LVMH aimed to make its tentpole brand a topic of discussion (see story), or through trunk displays such as The Malle Courrier exhibition at the the Louis Vuitton Family House in Asnières (see story), heritage storytelling has defined an era of marketing at Louis Vuitton that has lasted for the past few years.

Neverfull Inside Out. In a bold reinvention of the timeless #LouisVuitton icon, House Ambassador #SophieTurner presents the new reversible handbag adorned with vibrant accents and emblematic detailing. Discover the reversible edition at <https://t.co/tkNPPhX7ZG#LVNeverfull> pic.twitter.com/Du8Kj2b55q

Louis Vuitton (@LouisVuitton) September 20, 2024

The Neverfull Inside Out campaign lends balance to the brand's legacy-driven narrative by introducing a contemporary option with the potential to appeal to those that favor modern sensibilities, seeking exclusivity not just in price, but in design philosophy.

All points considered, Louis Vuitton's outside-of-the-box act could very well be just what today's consumer is searching for.