

The art of craftsmanship: Savoir-faire in the fast fashion era

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Abstract

Luxury and craftsmanship have a long relationship. While luxury is a subject that often attracts the attention of many scholars, craftsmanship in fashion is overlooked, although it is an important part of luxury fashion, as it gives authenticity to the object.

As the fashion system of production became more mechanised, the manual labour of a skilled artisan declined. Only a fraction of fashion luxury products is artisanal. Many fashion houses still rely on the concept of craftsmanship as part of their history and legacy.

In an effort to reinforce the tradition of craftsmanship, brands are displaying the meticulous process of making their products to maintain it as desirable and justify the high prices. This effort takes a step further when companies arrange exhibitions to show how their objects are made in museums or open the doors of their ateliers for consumers, creating an environment where the consumer can interact with the artisan, elevating the status of the product to art.

This paper investigates how Chanel, Dior and Louis Vuitton are communicating their savoir-faire through social media. More specifically, what constitutes this strategy and how they are expressing their values in order to create more desire around a product. It is argued that this strategy seeks to elevate their products as works of art, sustaining their legacy, history and position as fashion institutions throughout the 21st century. This study contributes to the field with a new interpretation on how luxury brands are communicating values through social media platform.

Keywords

Craftsmanship, authenticity, luxury brands, social media, Chanel, Dior, Louis Vuitton

Article Classification

Research paper