

The Role of hand-drawn illustration in luxury campaigns

What Hermès, Chanel and Loewe did in 2025-2026



The Human Differentiator

AI makes perfect images cheap and easy. Those words aren't the ones the luxury market wants to convey through their marketing.

Luxury brands need a way to signal: our product is different from what a prompt creates.

Over the past two years, top luxury houses have invested in illustrators, animators and craftspeople. Human-made work has become the marker of premium quality, not only in the product but also in its marketing.

When an image is visibly hand-drawn, customers believe it took time, just like the product it is selling. They will trust the brand, pay higher prices and recommend the product to their friends.

Three Top Tier Examples

1. Hermès: Hand-drawn website and marketing campaign

In 2025, Hermès hired illustrator Linda Merad to create characters to appear on their Instagram feed. The work they produced combined the artist's own unique style with Hermès' world, with kissing shoes, human mushrooms and a swan couple inside a bag.

For the designs, Merad used an ancient printing technique of Lithocraft to produce her initial set of images. The texture of the material and the handcrafted quality were what interested Hermès about Merad's work.



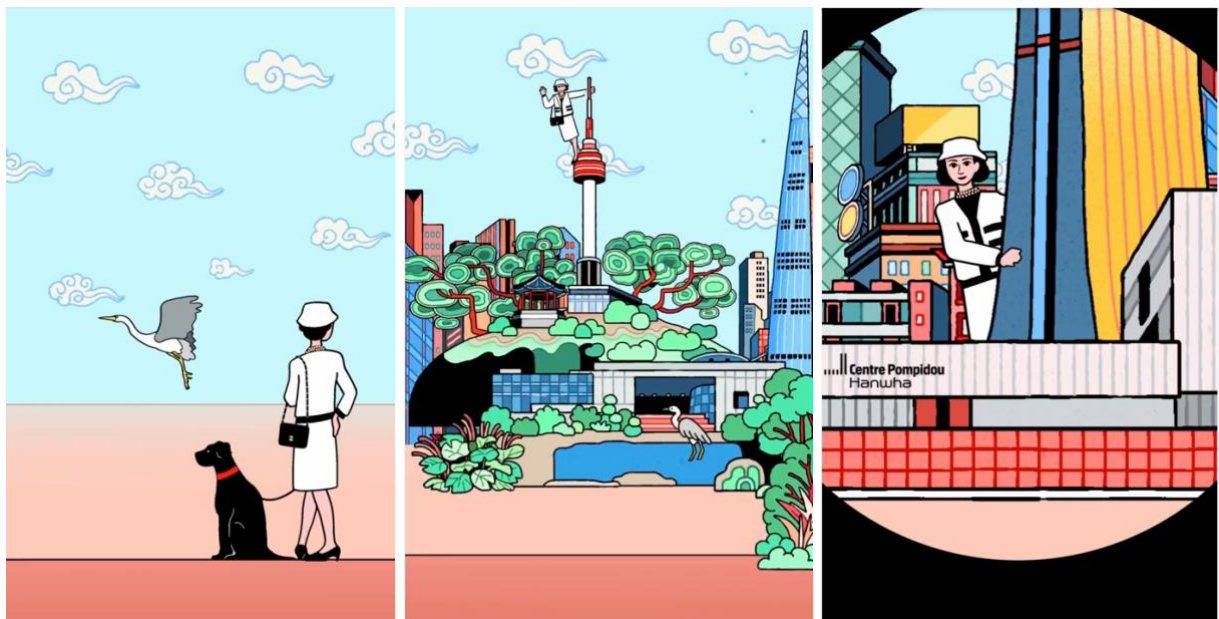
Merad then went on to produce more work for Hermès in 2026 in a sequence of animations, where her style was brought to life through mysterious sea creatures, made with pen and India ink. The illustrations took over the Hermès website for the first few weeks of January of 2026.

These collaborations combined hand-drawn art and animation as the basis of a larger website and social media marketing campaign.

2. Chanel: Drawing the city for a show

Launched in 2002, Chanel's Métiers d'art collection series celebrates the specialist craft of CHANEL's artisan partners. In 2026 they launched the collection in Seoul, South Korea.

For the campaign, Chanel commissioned artist Jisu Choi to draw a series of illustrations of the city, imagining Coco Chanel encountering the many different faces of Seoul. The illustrations were then animated into a panoramic sequence for the opening of the campaign.



These hand-drawn illustrations and the subsequent animation were Chanel's marketing campaign announcing their new collection to customers. It aligned with the Métiers d'art collection values = hand-made = luxury

3. Loewe: Using Archive as Design Language

In 2025 Loewe commissioned fashion illustrator Anastasiia Vinokurova to translate their Fall/Winter 2025 collection which was to mark the end of Jonathan Anderson as the brand's creative director. Anastasiia's signature style perfectly blended modern art and textile textures.

Later in the year Loewe worked with illustrator Joanna Blemont and the Blinkink animation studio to make a film that turns historic moments and symbols of crafts from its archives into part of its narrative.

The campaign featured over 2000 hand-painted watercolour and acrylic illustrations, created for the brand's 180th anniversary celebration, aligning Loewe's dedication to craftsmanship and hand-made traditions.



Loewe used traditional illustration for both campaigns, because they wanted to reinforce the brand's identity as a luxury house built on human craftsmanship.

Why this matters for your brand

Hand-drawn illustration tells a customer what the brand is about: we spent time on this, we care about the process as much as we care about the product. In turn, customer trusts the brand and spends money with them.

A story illustrated from your archives or heritage is also a proof of your brand's values and messaging over time, it shows what you believe in and what your track record is.

Hand-drawn design becomes more than an illustration, it turns into marketing strategy. One image can also turn into a proof of process, a making-of-video, a short animation, a unique window display. It is an efficient and totally unique way to reach your audience.

That is why Hermès, Chanel and Loewe invested in hand-drawn work at the age of AI. It signals what they stand for – slow human craft.

How I work with brands

I am an illustrator and an award-winning film-maker. I have experience of media production but also of commercial design.

I research your archive and find the most interesting stories. I draw plants and objects that connect with your narrative, instead of using generic images.

Each commission gives you:

- A hand-drawn, print-ready illustration for packaging and print
- A video of the drawing process
- An animated version of the design as an additional service.

One illustration in three practical formats - you choose the ones to best convey your message to connect with your customers.

If you want to read more about the growing trend of hand-made craft in the luxury industry, I have written a blog post about the subject: [Why luxury brands are moving to hand-drawn illustration in the age of AI](#)

Get in touch to discuss how I can help to tell your brand story through hand-drawn illustration and moving images.



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