

MULTICHANNEL

Longchamp introduces Le Pliage Heritage with microsite

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Le Pliage Heritage

By NANCY BUCKLEY

French handbag label Longchamp is reinventing its classic Le Pliage to offer consumers a more structured version of the bag in the Le Pliage Heritage collection.

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Luxury Daily

To direct attention to this campaign, Longchamp has created a microsite for the Le Pliage's new options. The microsite and social media campaigns let consumers interact with the bag and gain more knowledge about how the product has changed and what the collection will now offer.

"Creating a microsite provides the customer with a focused and clear presentation of a specific product," said Kyle Wong, CEO of [Pixlee](#), San Francisco.

Mr. Wong is not affiliated with Longchamp, but agreed to comment as an industry expert.

[Longchamp](#) was unable to respond by press deadline.

Social bag

The new handbag has been released on the brand's social media sites with the hashtag [#LongchampHeritage](#). This hashtag accompanies photos and videos about the campaign on social media.

One campaign video features model Alexa Chung with the Le Pliage and other featured items from the collection, such as tennis shoes.

Embedded Video: [//www.youtube.com/embed/xBIBxkvQ5iE?list=UUOhhVZ675XFrftXrD5SG1Uw](https://www.youtube.com/embed/xBIBxkvQ5iE?list=UUOhhVZ675XFrftXrD5SG1Uw)

Longchamp fall 2014 campaign

The microsite opens with the video, but then offers the options to learn about the making of the campaign, see the behind-the-scenes with artist Fabienne Legrand, learn about the Le Pliage Heritage collection and the Longchamp workshops.

First, consumers learn about the production of the campaign through images of Ms. Chung on the sets of the film with the crew surrounding her.

Ms. Legrand's drawings of the production and use of the Le Pliage's new bag is seen through a digital comic strip. First, the creative team is brainstorming, then Ms. Chung is seen shopping with the bag and then traveling with the bag. This cartoon lets consumers interact in a fun and whimsical way.



Fabienne Legrand cartoon

The next section is a slide show of the collection. The final option on the microsite enters Longchamp's workshop.

As one scrolls, the bag is slowly drawn onto the center of the screen with the words "creativity founded on Savoir-Faire" above it. Continuing to scroll, images appear around the bag showcasing the production process of the bag.

An option to watch the video appears again and then the consumer is brought to the final part of the microsite that features the social posts surrounding the bag through the hashtag.

Off the microsite, the ecommerce site for Le Pliage is interactive and allows consumers to scroll their mouse around the circle surrounding the product. Each item of the collection appears in the circle and once clicked upon a color can be chosen.

Advertising handbags

In the spring, Longchamp commemorated the twentieth anniversary of its iconic Le Pliage handbag by opening up its bag customization options.

Consumers could pick out the color for each of the parts of the bag and add their initials in a number of different finishes. Giving consumers the opportunity to make a one-of-a-kind bag can instill loyalty ([see story](#)).

Other brands have used microsite for their new handbags.

For example, French label Balenciaga teased a new handbag through a dedicated microsite and email campaign to spark consumer interest in the new product.

The label provided minimal information and no full images of the new Le Dix bag. Although the microsite and email generated some consumer interest, it is also very likely that the email got lost in consumers' inboxes ([see story](#)).

A microsite creates an atmosphere that lets consumers engage with a new product and the brand and gain a deep understanding of the product.

"For a new product, [a microsite's] useful for effective branding and a more seamless shopping experience," Mr. Wong said.

Final Take

Nancy Buckley, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/ZDR0yJKKy5w](https://www.youtube.com/embed/ZDR0yJKKy5w)

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