

EVENTS/CAUSES

Longchamp invites consumers to Paris store opening with live-stream

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Alexa Chung for Longchamp

By STAFF REPORTS

French apparel and accessories brand Longchamp is feting its store opening on the Champs Elysées in Paris with a live-stream of the event and social media content.

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“Longchamp-Elysées” kicked off on Dec. 4 with a Twitter talk with campaign model Alexa Chung, followed by evening festivities, including celebrity appearances. These efforts will help to involve consumers in a big brand moment, as it opens its largest store yet.

In conversation

The Twitter talk was a conversation between Ms. Chung and Caroline de Maigret.



Alexa Chung with Caroline de Maigret

Beginning on Nov. 28, consumers could tweet questions they wanted Ms. Chung to answer using the hashtag #AskAlexaChung and mentioning @Longchamp. The best ones were then read by Ms. de Maigret during the live event.

Longchamp set up a dedicated Tumblr profile for the new store, where it included a save the date for the event.



Interior of Longchamp Champs-Élysées store

When the live stream began, consumers could navigate to a specific link provided by the brand to view video footage of the two women talking about social media and topical questions from fans. This is the same page where they can find the store opening event, as well as view a social media feed.

On Instagram, Longchamp shared a short video teasing its upcoming ad campaign also

featuring Ms. Chung, telling consumers it would be revealing more soon.

Embedded Video: [//instagram.com/p/wL2sa6M7H1/embed/](https://www.instagram.com/p/wL2sa6M7H1/embed/)

Instagram post from Longchamp

Other brands have used live-streams to involve consumers in important events.

For instance, Diane von Furstenberg celebrated the 40th anniversary of its iconic wrap dress with a multichannel campaign centered on an exhibit in Los Angeles and a limited-edition collection.

DVF's "Journey of a Dress" exhibit kicked off with a live-streamed red carpet affair hosted by Ms. von Furstenberg herself, model Coco Rocha and television personality Andy Cohen. By creating online content surrounding the exhibit and the milestone for the brand, DVF was able to involve more of its fans in the celebration, and inform them of its heritage ([see story](#)).

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