

INTERNET

## Longchamp appeals to loyalists with Le Pliage Tumblr

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*Instagram image from Longchamp featuring Le Pliage*

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By SARAH JONES

French apparel and accessories label Longchamp is compiling consumer affection for its iconic Le Pliage bag with a dedicated Tumblr.

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**Luxury Daily**

Longchamp's Tumblr launched as part of the brand's promotions for its customizable versions of the handbag, asking consumers to share a photo of a previous purchase for a chance at personalizing their own bag. This contest will allow the brand to reach out to loyalists, rewarding them for their support and enabling them to be part of the brand story.

"Le Pliage bag is an historic and iconic product for Longchamp with a multitude of versions: Le Pliage Nylon, Le Pliage Cuir, Le Pliage Personalized, Le Pliage Heritage, Le Pliage by Jeremy Scott, etc.," said Massimo Piredda, digital and social media manager at [Longchamp](#), Paris.

"A lot of people all around the world have a version of it, and a big community of people and bloggers taking photos of themselves with it already exists," he said. "It was obvious for us to join our Le Pliage fans online."

Picture perfect

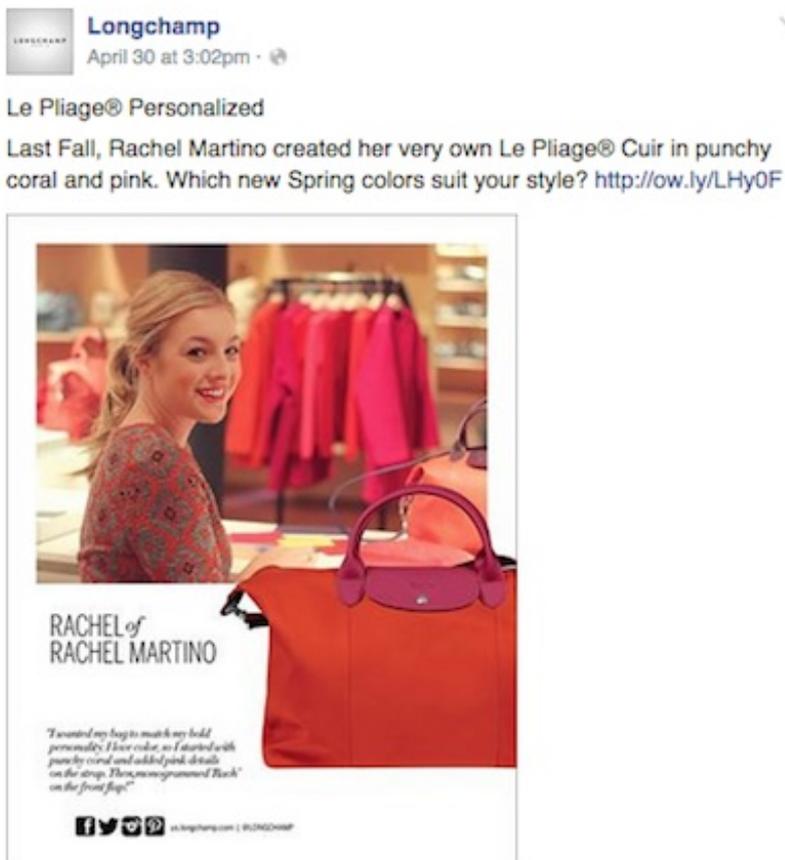
With Longchamp's Le Pliage customization, consumers can pick out the color for each of the parts of the bag and add their initials in a number of different finishes ([see story](#)).

Longchamp introduced the contest May 4 on its social media channels, using its existing fan base on Facebook, Instagram and Twitter to gain traffic to its newly created Le Pliage Tumblr.



*Instagram post from Longchamp*

Prior to the launch of the contest, Longchamp shared a stream of content featuring personalized Le Pliage handbags, including a series in which consumers were asked to guess which fashion blogger's bag was pictured. On the reveal, each style maven shared her reasoning for her own touches, from bright color combinations to a sophisticated palette to match everyday ensembles.

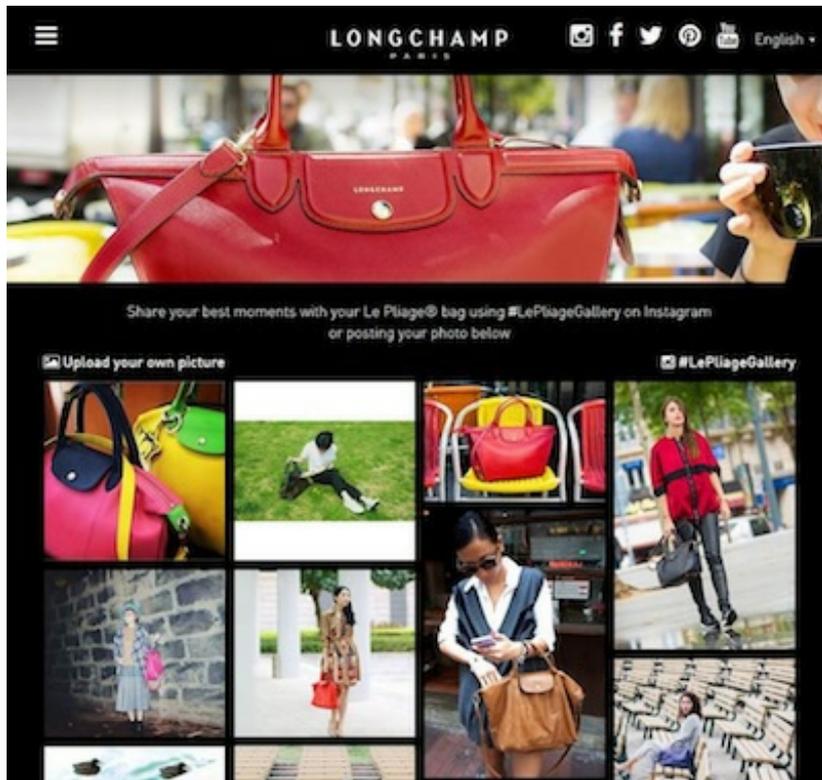


*Facebook post from Longchamp*

In this way, when the brand teased consumers with the opportunity to win their own personalized bag, they had already inspired desire.

Longchamp's contest asks consumers to post a photo of their Le Pliage and post it to Instagram with the hashtag #LePliageGallery or upload the image to the gallery on Tumblr, and share necessary information.

Entries so far include women at home, on the street or in nature with various sizes of the handbag, from mini shoulder bags to large totes.



*Screenshot of Longchamp's Le Pliage Tumblr*

Longchamp's contest will run until May 17, at which point three winners will be chosen based on their creativity and popularity.

"We've just launched a competition that will last until May 17 which allows people the chance to win a Le Pliage Personalized," Mr. Piredda said. "We will choose the best three pictures from three different contributors of our Tumblr gallery. In the same time, we're pushing a lot of pictures and content about Le Pliage Personalized through all our international social networks.

"Since March, we pushed Le Pliage personalized on Weibo, Wechat, Instagram, Facebook, Twitter, Google+ with a worldwide and local content strategy," he said. "On each post, depending on the country, we write the link to the personalization page on Longchamp.com or the address of the boutique where personalization is available."

Longchamp recently honored the Le Pliage handbag's history over the past 20 years.

Created in 1994, the bag is recognized around the world and Longchamp is celebrating the popularity with a microsite, an artist collaboration and a consumer photo submission element ([see story](#)).

"In October 2014, we celebrated the 20th anniversary of Le Pliage bag," Mr. Piredda said. "In this context, we created a 'Le Pliage Gallery' on the Longchamp Web site. This gallery is still active on [lepliage20.longchamp.com](http://lepliage20.longchamp.com) but we stopped the contributions in early 2015.

"We really wanted to keep this cool idea 'alive,' however, so we have recently created a new gallery on Tumblr with two objectives: be present in an original way on Tumblr and to also let people post their pictures in a different way," he said. "This time they can use #LePliageGallery on Instagram to be directly part of the gallery. It is very important for us to have an active and creative presence on Instagram."

Housing the user-generated content separate from the brand's Web site on a social media platform will enable Longchamp to give consumers a way to interact and more easily share other fans' photos, either reblogging within Tumblr or reposting elsewhere.

"The consumer of today doesn't just consume," said Apu Gupta, CEO of [Curalate](#), New York. "They are co-creators and co-curators. They take photos on their own, and they share the content they love.

"One of Tumblr's greatest assets is its ability to serve as a hub for all of this amazing social content," he said. "And because Tumblr makes it easy for consumers to not only reblog that content but to share it to other channels—Facebook, Twitter, Pinterest, etc.—Longchamp now has an opportunity to extend the reach of their campaign far beyond the platform on which it originated.

"A large share of Tumblr's audience is made up of millennials – that highly coveted segment of consumers between the ages of 18 and 34. With this campaign, Longchamp is positioning itself to reach a powerful segment of consumers who are willing to share content on behalf of their favorite brands."

### Building communities

Other brands have used Tumblr as a way of connecting with their loyal fans.

For instance, U.S. label Michael Kors expanded its social media footprint with its #MKTimeless Tumblr channel that connects enthusiasts who have affinity for the brand's watch collection.

The branded hashtag was inspired by a 2010 Twitter trend where enthusiasts used #MKTimeless to discuss their Michael Kors watches. The Tumblr joined Michael Kors' Twitter, Facebook and Instagram accounts that also use the hashtag to connect with enthusiasts ([see story](#)).

User-generated content can also highlight the versatility of one style.

Italian apparel and accessories label Tod's puts the spotlight on stylish fans with a user-generated microsite centered on its Gommino loafer.

Tod's "Dots of Life" campaign asks consumers to submit photos of themselves wearing the Gommino, which are then compiled by the brand into an online gallery. This campaign gives fans of the brand a moment in the spotlight, while also showcasing the

many varied wardrobes the shoes fit into ([see story](#)).

While centered around one product, this campaign communicates an entire style and image around Longchamp.

"As with any marketing campaign, the idea isn't to flaunt new products or product features," Mr. Gupta said. "That type messaging is entirely too obvious. Today's consumer knows better – and wants more.

"Longchamp's campaign is clever because it invites existing handbag owners to position their prized Le Pliage purses not only as a material object but as part of a broader lifestyle," he said. "At the end of the day, this is what draws attention, inspires customers, and sells products."

Final Take

*Sarah Jones, staff reporter on Luxury Daily, New York*

Embedded Video: <https://www.youtube.com/embed/MOyflwteZVA>

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