

COMMERCE

## Longchamp looks back on decade-long Jeremy Scott partnership

November 9, 2015



*Jeremy Scott for Longchamp*

By STAFF REPORTS

French apparel and accessories house Longchamp is celebrating its 10-year collaboration with designer Jeremy Scott through a new limited-edition Le Pliage handbag.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246** ▶

For the past decade, Mr. Scott, who designs for his own eponymous label and Italian label Moschino, has been lending his colorful aesthetic to Longchamp for special-edition versions of its iconic tote. Keeping lasting partnerships enables brands to forge deeper ties with their collaborators, while furthering the connection between the two parties in consumers' minds.

### Pairing up

Each year since 2006, Mr. Scott has taken one of his "cheeky," pop culture-infused designs and used it to give Longchamp's Le Pliage a new look. Because the leather goods brand and the designer have been working together for a long time, a strong trust has developed, and Mr. Scott is given carte blanche.

In a brand statement, Jean Cassegrain, CEO and the grandson of Longchamp's founder, said, "Giving artists an outlet to express themselves is a way for Longchamp to step outside its comfort zone."

Designs over the 10 years have included everything from a poodle in space or zodiac signs to a credit card or tire tracks. Longchamp has created a social video as a retrospective on the decade of designs, animating each bag's subjects in the film.

*#JeremyScottForLongchamp - Happy 10th Anniversary*

The limited-edition for the anniversary features a postcard from Hollywood. On one side is a cartoon depicting a view from atop the Hollywood Hills, looking down on the cinematic city. The reverse shows a handwritten note from Mr. Scott, who says, "Wish you were here. Love, Jeremy."

Consumers can enter to win the bag via an application on Longchamp's Facebook page.

Collaborations can sometimes be risky for luxury brands, and half of affluent shoppers say that the biggest risk for a luxury partnership is the potential damage to the brand's image or reputation, according to a survey from the Luxury Institute.

Overall the study found that most affluent shoppers enjoy brand partnerships, even with the risk. However, luxury

marketers should pair up with brands that have the same goals and mindset when seeking partnerships ([see story](#)).

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.