

APPAREL AND ACCESSORIES

## Longchamp ventures into urban jungle in whimsical film

July 18, 2016



*Video still from Longchamp's "Urban Nature"*

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By SARAH JONES

French fashion label Longchamp is highlighting its fall apparel and accessories through an eccentric anthropological study.

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Based on the brand's jungle-inspired collection, a short film takes consumers inside "Urban Nature," exploring the diverse traits that exist within a single group of friends. Taking a humorous spin, the girls are portrayed as aloof individuals, with minimal visible interest in hobbies and each other.

"This is an interesting strategy for Longchamp to pursue as they featured three quirky and outlandish friendships with their similar apparel taste basing their product selections on their focals on the interest graph," said Dalia Strum, professor at the [Fashion Institute of Technology](#) and founder of [Dalia Inc.](#) and [MommysToolbox.com](#), New York.

"While I'm not an advocate of the approach of they took for the actual film, it's important to develop an emotional connection with the target market through visually storytelling experiences and emotions and YouTube was an ideal outlet for this," she said.

Ms. Strum is not affiliated with Longchamp, but agreed to comment as an industry expert.

[Longchamp](#) was unable to comment directly before press deadline.

Nature film

Longchamp's film by Victor Claramunt literally opens a gilded door on a group of friends. At the start of the video, the camera finds them sitting on a couch in identical positions, similar books held up in front of their faces.

A voiceover explains, "Now we are close friends, but it wasn't always this way." One by one, the girls close their books, showing the same stoic expression they wear throughout.



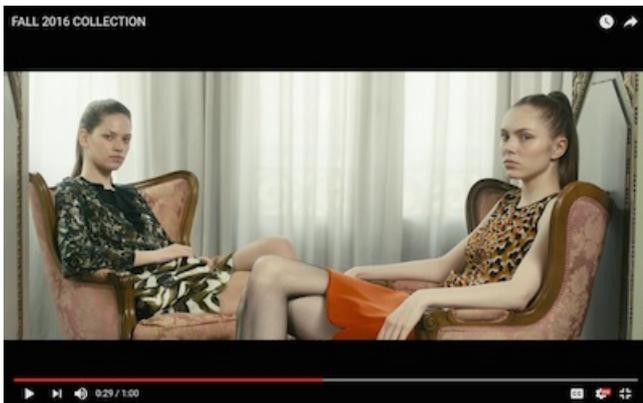
*Still from Longchamp's "Urban Nature"*

The narrator continues to explain that she was the last to join the trio of friends, as her two companions were already close. The gamine models are seen strolling through a corridor, as if strutting down a runway.

From here, the trio is introduced individually by the voiceover.

Anna, who is positioned amid the foliage in a greenhouse, is described as loving plants. Appropriately, she wears an olive green printed coat.

The narrator explains that Anna is the leader, who cooks up crazy ideas that the others follow. These outlandish schemes are illustrated by blowing bubbles.



*Still from Longchamp's "Urban Nature"*

Emmy is an animal lover, pictured wearing a zebra printed coat and holding a fishbowl. She is also described as "wild" and "funny," though the narrator admits she rarely smiles.

The narrator lastly describes herself. She is shown wearing a vintage motorcycle helmet and holding a stack of books, a small library piled behind her. She says she likes to travel and read, best at the same time.

After introducing the characters, the girls are shown together in candid scenes, whether performing a choreographed routine, running through the halls of the stately home or sitting still in silence.

### *Fall 2016 Collection*

The narrator ends with the thought, "It wasn't always this way, but now we're close friends. Usually."

"The most strategic aspect of the short film is the surprise kitty, which has proven to be a highly watched component," Ms. Strum said. "That could be a motivation to increase the shareability of this video."

### *Clique bait*

Casting a girl gang in a narrative campaign enables brands to showcase the varied personalities that exist within a single collection. While portraying a collective mindset, the individual is not lost.

For instance, French fashion label Kenzo is bringing its pre-fall 2016 collection to life through a modernized Japanese folk tale.

"Sun to Sun" reimagines the story of Momotar, a boy born in a peach and raised by an elderly couple who goes on to become a hero with help from animal friends, shifting the narrative with a female protagonist and her posse of motorcyclists. Kenzo's pre-fall collection was inspired by Japan, making this campaign film a fitting approach to

market this season's fashions ([see story](#)).

Also, Italian fashion label Prada is portraying a freethinking mentality through a digital effort for its Mod eyewear collection.

In a series of films, model Vanessa Moody is cast as the leader of a girl gang in which she and her posse traverse a landscape of repurposed factories and underground clubs. When watched as a unit, the films spell out a hidden message, giving viewers incentive to tune in for the entire set ([see story](#)).

"Purchase inspiration can come from anywhere," Ms. Strum said. "Envisioning them styled in an actual lifestyle is more likely to motivate higher purchase conversions.

"Social media tools have been known to highly focus on product and brand awareness," Ms. Strum said. "However, residual opportunities of strategic product placement and developing an emotional 'I need to own this product' is created and the more the content is disseminated, the higher the likeliness is of creating purchase demand."

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