

APPAREL AND ACCESSORIES

## Lancel embarks on multi-city tour to mark 140th anniversary

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Promotional image for Lancel Escapade

By SARAH JONES

Richemont-owned leather goods label Lancel is hitting the road for a playful exploration of its 140-year history.

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To mark the milestone, Lancel has fashioned a tour bus into a rolling museum complete with interactive displays that tell the story of its innovations and creativity. The Lancel Escapade is touring France and Belgium, stopping off at key cities into November, giving consumers an opportunity to learn more about the brand in a memorable format.

"By choosing the most emblematic cities in France & Belgium to promote its anniversary, Lancel decided to embrace the power of customers' seduction, referring to its french roots and unique brand values," said Anna Szubrycht, founder and president of **Chic Being**, a Santa Monica, CA-based luxury brand consultancy.

"As a brand with 140 years old patrimony, it did not loose any piece of its funny side, mobility and easiness to adapt to the needs of its customers," she said. "Even the name Escapade associates with something elusive and highly desired - here and now.

"This sensation of surprise, joy and brand discovery in the own branded space, such as a specially designed, red bus is a very important element of building the luxury image and unique customer experience."

Ms. Szubrycht is not affiliated with **Lancel**, but agreed to comment as an industry expert.

**Lancel** was unable to comment directly before press deadline.

### Moveable museum

Lancel began as a pipe manufacturer in 1876. Branching out into other categories, the house then manufactured toiletry accessories and a small portable radio it called Bambino.

During 1937's Paris Universal Exposition, Lancel was given a prize for its automatic lighters.



### *Lancel's automatic lighter*

Keeping functionality at its heart, an early Lancel handbag dubbed the Parapluie contained a mirror, makeup bag and a folding umbrella. The brand also introduced the first soft-sided suitcase out of nylon canvas in 1956, naming it "kangourou," a nod to its outside pocket.

In 1981, the brand opened its first location on the Champs-lyses, and with the help of its popular bucket bag, it began to reach a more global audience.

Taking a more fashion-forward approach, in the 1980s Lancel tapped photographer Patrick Demarchelier to shoot its campaigns, picking models of the moment Carla Bruni, Rene Simonsen and Malgosia Bela as the face of the brand. This focus on spokesmodels has continued to this day, with Lancel's ads now featuring Toni Garrn and Langley Fox Hemingway.



### *Lancel ad from 1988*

Lancel's traveling exhibit documents its history through interactive touchpoints. Lancel's key designs, including its kangourou and 2015's Charlie bag, are displayed in creative ways on-board.



*Escapade Lancel display*

A digital memory game tests consumers' retention, while a large sliding puzzle pulls together the brand's 140-year heritage.



*Inside Lancel's bus*

Within the 646-square-foot space, the brand is also displaying postcards created by artists including Marjane Satrapi and Omar Diop, while film screenings offer another look at the house's history.

Providing additional incentive for consumers to board, Lancel will be giving away prizes.



*Inside Lancel's bus*

Another nod to Lancel's past, a digital guestbook aboard the bus is shaped like a giant version of the Bambino radio.

Lancel Escapade kicked off its tour in Paris on Sept. 1. Stationed at the Quai de la Tournelle opposite Notre Dame, the brand likely benefited from tourist traffic.



### *Inside Lancel's bus*

From Sept. 9-11, the bus will be parked at Place de la Bastille.

Later this month, Lancel Escapade will head to Brussels, situating its vehicle at Place Saint Croix from Sept. 21-24. From Sept. 28 to Oct. 1, Lancel's bus will be at Place Massna in Nice, while Oct. 5-8 will find it at Allee Jules-Guesde in Toulouse.

The final stop on the tour will be Place Carnot in Lyon from Nov. 2-5.

"Lancel can easily extend the impact of the Escapade via social media such as Instagram or Twitter using hashtags of escapades in various cities for example or live streaming via Snapchat or Periscope," Ms. Szubrycht said.

### On the road

While many brands take exhibitions and pop-ups to different cities, some have taken them literally on the road.

For instance, Italian fashion label Fendi is taking its accessories to the streets with a road trip through the end of the year.

After kicking off in the Hamptons Fourth of July weekend, Fendi's cherry red truck has been traveling across North America, creating a mobile pop-up store in each city it visits. For Fendi, these pop-ups give it the opportunity to diversify the retail experience for consumers, giving them a new way to explore its latest wares ([see story](#)).

Also, French linen maker Yves Delorme shared its passion for textiles with consumers through a summer-long branded road trip through 24 European cities.

"La Route de Linge," or The Linen Road, commemorated the brand's 170th anniversary, as its Airstream caravan visited the manufacturers, studios, corporate offices and boutiques integral to its brand operations. This road trip celebrated the brand's heritage, while also delving into the textile industry's storied past, traversing the same roads frequented by those with an uncompromising view on quality ([see story](#)).

"The road trip aims to reveal major strengths of Lancel as both a funny luxury brand and a promotor of deeply rooted french culture 'par excellence,'" Ms. Szubrycht said.

"Thanks to the smooth integration of extremely rich, 140-years-old craftsmanship combined with digital games showcasing past collections and designs, Lancel found its unique and inspiring way to gain the real attention of luxury customers who love to be surprised."