

APPAREL AND ACCESSORIES

## Longchamp leverages Alexa Chung's personality in Parisian spring campaign

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*Alexa Chung with Loc Prigent in Paris*

By STAFF REPORTS

French apparel and accessories label Longchamp is penning a love note to Parisian living through the lens of spokesmodel Alexa Chung.

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In the brand's spring/summer 2017 campaign, the longtime face of the brand is given a voice for the first time, as she explains her affection for the Longchamp's birthplace. Adding this documentary-style behind-the-scenes look allows Ms. Chung's playful personality to come through.

### Hitting the streets

Ms. Chung has been the face on Longchamp's ads since spring/summer 2014, but the influencer has always been a silent model for the brand. Previous efforts have been shot in destinations such as Marseille and St. Tropez, as well as Paris ([see story](#)).



*Alexa Chung for Longchamp's spring/summer 2017 campaign*

For its latest effort, Longchamp is incorporating Ms. Chung's personal thoughts on her location.

In two short videos shot by journalist and fashion documentary filmmaker Loc Prigent, the model is seen strolling through Paris through his slightly humorous lens.

In "J'aime Paris," the British fashion influencer takes in a coffee at a caf, takes a cab and visits a bar, all while sharing her take on Paris, from buildings that she thinks look like cakes to the fact that Parisians refer to a French kiss as simply a kiss.

### *J'aime Paris*

"La Parisienne" finds Ms. Chung talking about French women, and the fact that she is often confused for a Parisian due to her affiliation with Longchamp, a mistake she takes as a compliment.

Mirroring the pretty yet imperfect nature of the Parisian women she admires, Ms. Chung finds a snail on her bouquet of flowers and names it Alfred.

Longchamp's films premiered on its European social channels and Web site on Feb. 2 and will be up on its worldwide social accounts from Feb. 20.

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