

APPAREL AND ACCESSORIES

Lancel lays out handbag relationship rules in humorous shorts

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Lancel's June handbag

By SARAH JONES

Richemont-owned accessories label Lancel is focusing on the emotional bond between woman and handbag in a playful push for its June collection.

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In a series of social films, the brand touts the handbags' multipurpose functionality through etiquette lessons on the do's and don'ts of ownership. Unlike other fashion categories, handbags hold a unique position in a woman's wardrobe, leading to a natural bond that marketers often speak to.

"[The concept] was about creating a short story with a big sense of humor, not taking things too seriously and at the same time showing this very special link one can have with her bag, pushed to the extreme," said Stephane Subrenat, global director of PR, social media and events at Lancel.

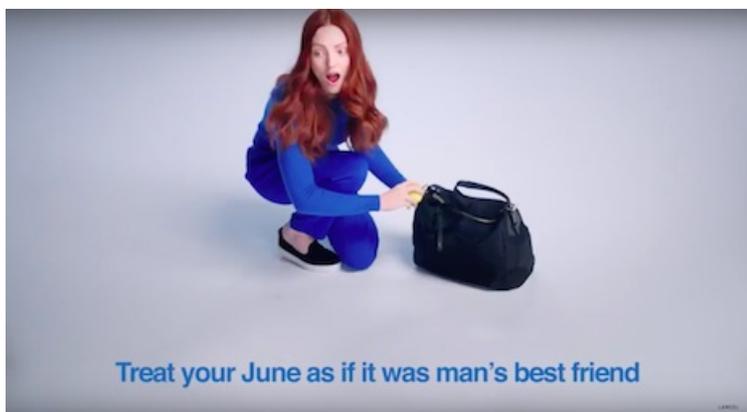
"We wanted to play with the codes of an effortless chic, cool lady and her 'best friend,'" he said.

Constant companion

Lancel's "urban chic" June line is crafted in nylon with a cowhide trim, giving the accessories a lightweight design. The bags range in size and style, including mini backpacks, totes and hobo bags.

To prepare consumers for a long-term relationship with these bags, Lancel is sharing a series of tips. These videos are narrated by a male voiceover, who teaches how to best care for the bag.

In the first film, the viewer is told that they should treat their bag like man's best friend. Illustrating this point, a model is seen petting a bag sitting on the ground and throwing a tennis ball for it to fetch.



Still from Lancel's June film

The same short tells them not to be overprotective, as the model is seen handing the accessory to her friend and then having second thoughts as separation anxiety kicks in, pulling on its straps to return it to her possession.

Episode two finds the model taking the narrator's advice to let the bag fly on its own wings, setting the accessory free into the air. Its flying capabilities end there, as the video warns not to use June as a parachute, showing the model jokingly strapped into two June backpacks as she dons a pair of goggles.

The third of four serialized films advises to take June out each day for fresh air. The model is shown "walking" her handbag, pulling it behind her by a long strap.

She turns and issues a look of disappointment as the bag releases a red cloth behind it.

While okay to treat the bag like a pet, the narrator tells viewers not to talk to the accessory in public, so as to not be viewed as "weird."

June by Lancel

Lancel's films on Facebook appear in French, while the brand's Instagram houses the series in English, allowing the brand to target a different audience. The brand's bricks-and-mortar presence is limited to the EMEA region and Asia, but the label's ecommerce site gives it a more global reach through online channels.

Sense of humor

A playfulness is at the center of Lancel's heritage. This lively spirit has made appearances in the brand's recent efforts.

For instance, Lancel used a multimedia narrative about a chance encounter to introduce its latest handbag collection, Charlie.

"Who are you Charlie?" made parallels between discovering a new handbag and new romantic interest, as it follows a woman through Paris. This playful take on a first encounter will help consumers build up their own desire for the bag ([see story](#)).

Also, Lancel highlighted the fashion and functionality of its fall/winter 2016 collection with an interactive film centered on a playful pursuit.

"Escapade" tells a story of French excursions as two friends chase each other across the country, leaving clues via text messages and social media posts. While pointing to the connected nature of the digital world, this film also showcases the travel-ready features of Lancel's accessories ([see story](#)).

"The house has always been playful, happy and the best examples are the ads from the late '80s," Mr. Subrenat said. "The ad with the super gorgeous Rene Simonsen, dressed in red, sitting on her dozens of red Lancel luggage with this sentence 'It's getting more and more difficult to find a cab in New York' embodies totally the spirit of the house.

"If people watching the miniseries or the full length version have a smile, or a laugh, or think about their own experiences or a girlfriend, we are happy."