

APPAREL AND ACCESSORIES

Longchamp throws a personality-driven dance party for summer

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Still from Longchamp's spring/summer 2017 campaign City Blossom

By JEN KING

French fashion label Longchamp is ushering in the summer months in a tale of everlasting friendship.

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Longchamp's spring/summer 2017 campaign "City Blossom" features three friends, with their own personalities and looks but within the confines of the fashion label's collection for the season, showing its versatility. Longchamp often instills personalities on its products and campaign models, including fictional names, to create campaigns that are more relatable for consumers.

"Luxury brands such as Longchamp use their unique storytelling techniques to create riveting stories," said Anna Szubrycht, founder and president of **Chic Being**, a Santa Monica, CA-based luxury brand consultancy. "They use inspiring content to reach global consumers that are no longer confined to the physical limits of a building or a country.

"Continuing this particular storyline gives Longchamp possibility to build interest among loyal consumers who are already familiar with the characters," she said. "It creates a notion of a virtual relation based on sympathy or even friendship."

Ms. Szubrycht is not affiliated with **Longchamp**, but agreed to comment as an industry expert. **Longchamp** was reached for comment.

That makes three

Over the course of a 10-day countdown, Longchamp introduced the three protagonists of the City Blossom campaign. Consumers first meet Flo, followed by Zoe and lastly, a character named Me.

Although not an actual name, using the pronoun "me" as character works to further the relatability of City Blossom with the consumer taking on the fictitious role.

On Instagram, Longchamp expanded on the concept by sharing short videos dedicated to the personalities of the three women.



Longchamp's City Blossom, spring/summer 2017

Flo is described as the "one friend who's more romantic than all the rest." Zoe's film explains that she is "the controlling one in the group, and everyone has a friend just like her."

Me is said to "remind you of someone you know." Together the vignettes describe a common friendship dynamic.

In Longchamps' full video for City Blossom, Me begins the narration telling the viewer that each summer the three friends plan a "summer welcome party."

Me tells of how each of their personalities impact how the party planning goes. Me says that Zoe, as a perfectionist, wants the weather and food to be perfect and takes all suggestions, but only if they're perfect.

For Flo the "world is pink for her" as a romantic, and she always pursues her dreams. But, has a mischievous streak.

Me continues her monologue to explain that she just likes to dance in an informal way and she likes her friends, and dancing with her friends, in an informal way. As Me explains, the trio of friends break out into choreographed dance moves in and around the Summer Party house.

Longchamp's City Blossom, spring/summer 2017

Longchamps' City Blossom campaign video was written and directed by Victor Claramunt.

Telling tales

In a similar friendship-themed campaign, Longchamp ventured into an urban jungle with protagonists with specified characteristics.

Longchamp highlighting its fall 2016 apparel and accessories through an eccentric anthropological study.

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 ([see story](#)).

Similarly, the brand has brought this tactic to products, often personifying its handbag styles.

In 2015, Longchamp showed off the style details of its Pnlope handbag with a short film that personified the tote.

The 44-second video portrayed Pnlope as a fun-loving, friendly, feminine bag concerned with her appearance. This brought the accessory to life in a way that mirrors the traits and likely audience for the bag ([see story](#)).

"Longchamp gives a group of women various character traits to show diversity and contrasts of modern women's lifestyle," Chic Being's Ms. Szubrycht said.

"You can be a determined professional, party girl or a romantic soul," she said. "It doesn't really matter, because every Longchamp woman is a city girl, radiant, cosmopolitan and full of joie de vivre.

"She draws inspiration from everlasting friendships and the melting pot of styles bubbling in every great city in the world. These are the traits that most of modern, urban women can relate to."

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