

APPAREL AND ACCESSORIES

Longchamp shares Instagram travel diary for Russian flagship opening

March 28, 2017



Lena Peminova for Longchamp

By STAFF REPORTS

French fashion label Longchamp will open a new Moscow flagship in the Red Square, signaling Russia's luxury resurgence.

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In 2017, Longchamp plans to open four new flagship stores and has created an Instagram campaign, themed as if it were a travel diary, to mark each opening. The #CollectingParisianMemories effort will help Longchamp share its brand happenings in an interesting format that will tell about its new boutique as well as the store location's link to Paris.

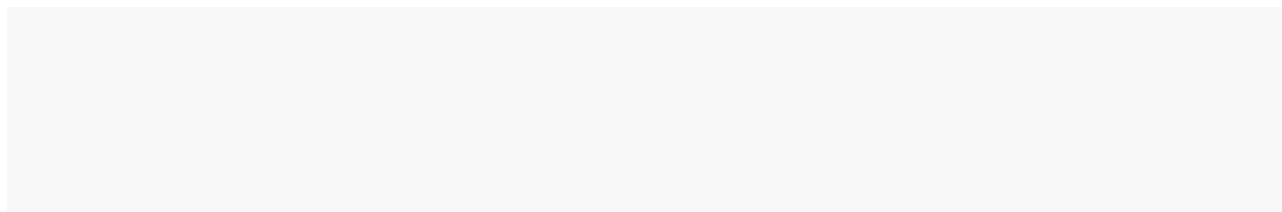
Postcards from abroad

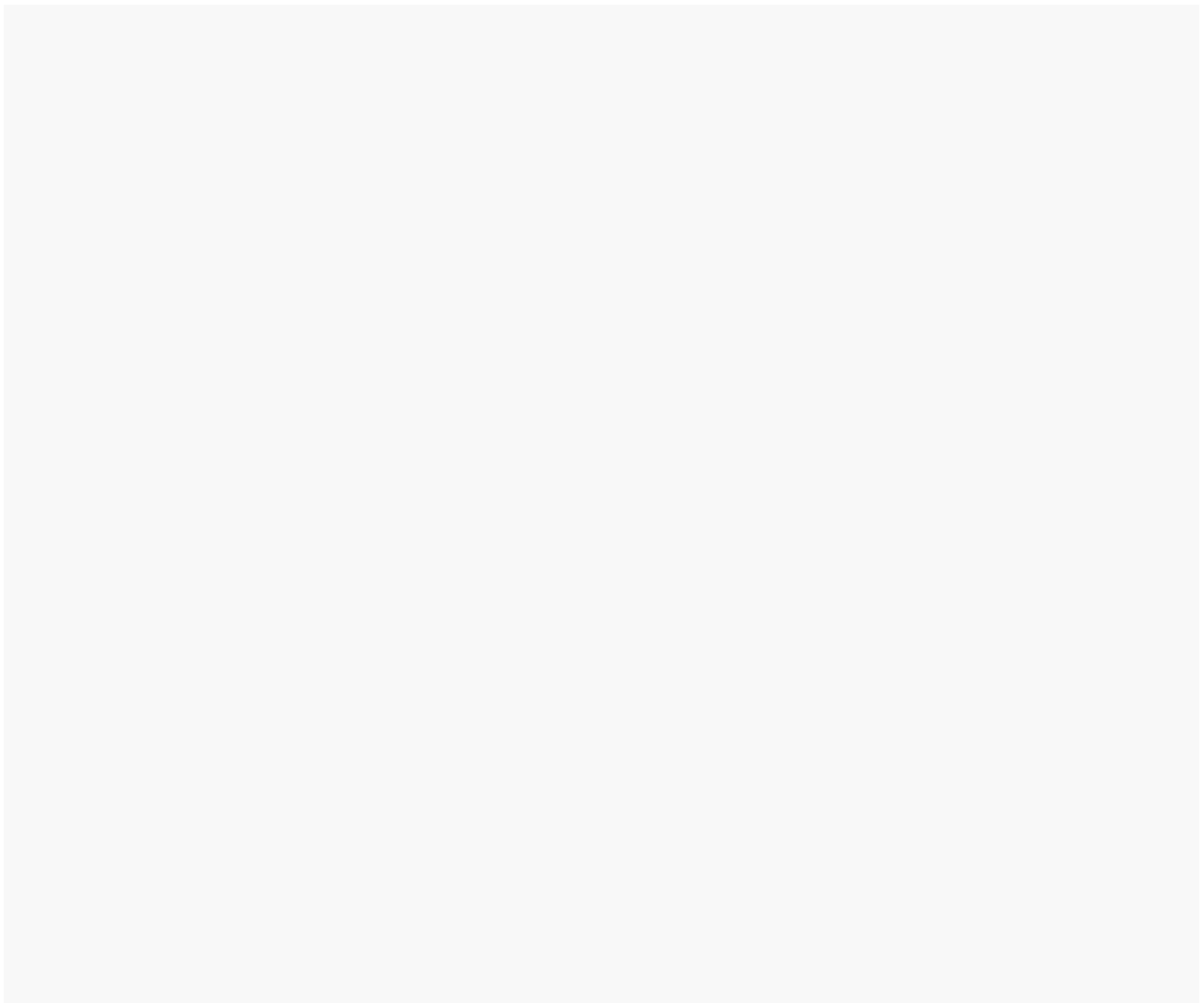
Longchamp's Moscow flagship will be located within the high-end department store GUM on the Red Square. The location puts Longchamp in close proximity to other high-end shopping destinations and Moscow landmarks.

To promote the opening, #CollectingParisianMemories starts off with an exterior photo of the Longchamp flagship.

The effort continues with a tour of Paris, but with a Russian heritage focus. Tying together French and Russian heritage allows Longchamp to contextualize why a Parisian label would fit right in in Moscow.

Longchamp is joined by Russian socialite and model Lena Perminova, who is shown on a tour of Paris from the sidecar of a Russian motorcycle.





Collecting memories with @lenaperminova! Tag along as we discover Russian culture in the City of Light.
#LongchampMoscow #LongchampMoscou #CollectingParisianMemories #Parisianing

A post shared by @longchamp on Mar 28, 2017 at 7:24am PDT

#CollectingParisianMemories shows Ms. Perminova in Longchamp apparel and accessories and highlights Russian cuisine, craft, culture and architecture found around Paris.

Ms. Permiova is Longchamp's first ambassador for Russia, a market rife with potential for luxury brands after years of economic slowdown ([see story](#)).

As of press time, Longchamp has not shared where the next three chapters of #CollectingParisianMemories will bring its Instagram community.

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