

APPAREL AND ACCESSORIES

Longchamp celebrates Year of the Dog with Chinese influencer

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Influencer Mr. Bags collaborated with Longchamp for Chinese New Year. Image credit: Mr Bags

By BRIELLE JAEKEL

French apparel and accessories maker Longchamp is wielding a major Chinese force of influence on an international scale with a first-of-its-kind collaboration, celebrating the Year of the Dog in China.

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Mr. Bags, one of the most-prolific influencers in China, is working with Longchamp for a milestone collaboration that will transform the brand's iconic foldable bag on a global scale. Longchamp is hoping to extend the impact Mr. Bags has in China on digital to the entire world and bricks-and-mortar.

"The Mr. Bags/Longchamps association represents what every global company should be aware of," Al Ries, chairman at Ries & Ries, Atlanta. "Thousands of Chinese companies are eager to take their brands global. So long term, whatever you make or sell, you will soon be facing a Chinese competitor trying to take your business away from you.

"We have worked with many Chinese companies and almost every one has plans to 'go global,'" he said.

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

Chinese influence

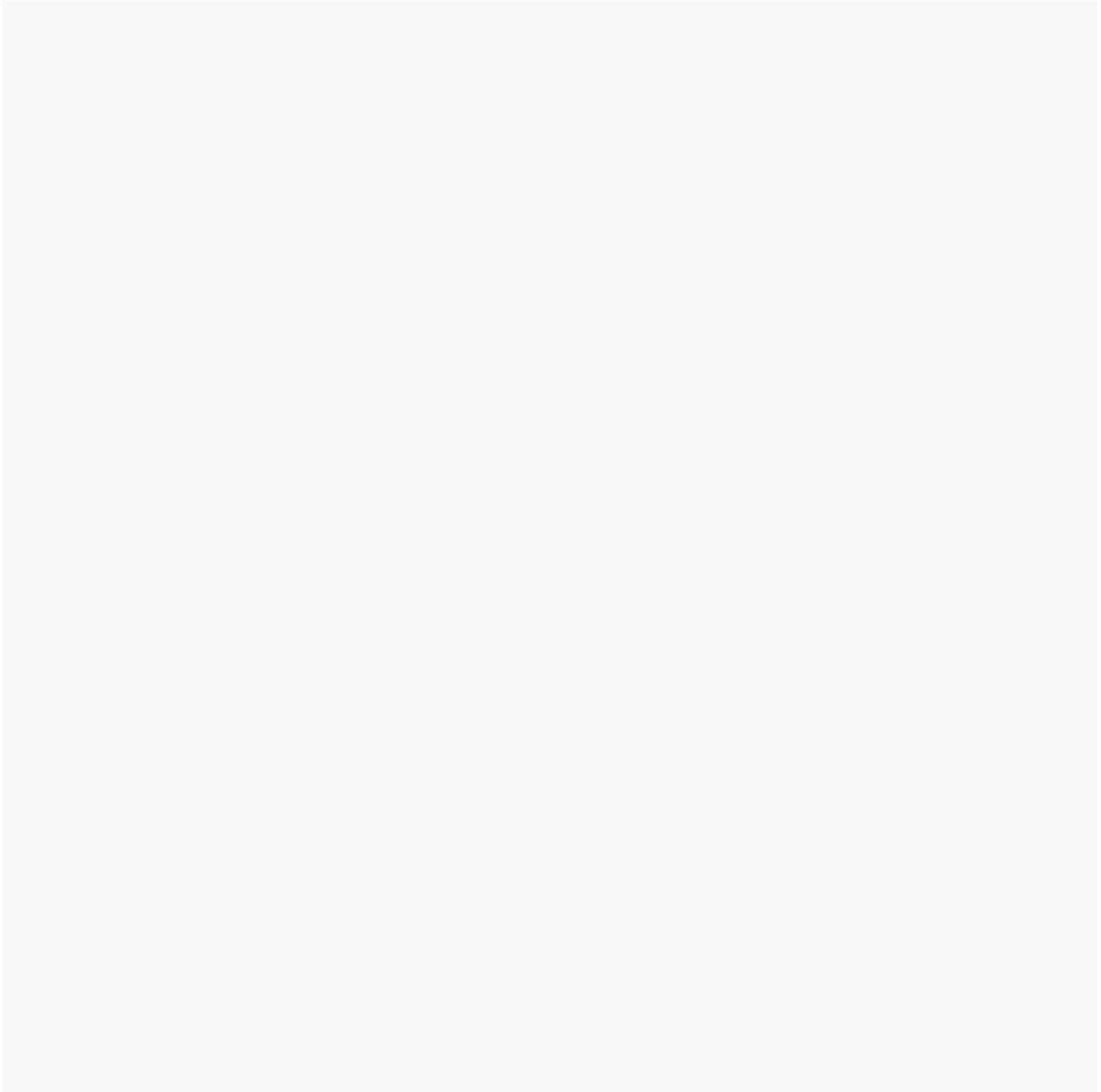
Longchamp is working with Mr. Bags with new designs of its products that feature paw prints and other dog-themed patterns to celebrate the upcoming Year of the Dog.

The collaboration values Mr. Bags' roots while also catering to a worldwide audience.

First rolling out on Weibo and WeChat, the bags will also be available in stores all around the world. While Mr. Bags has been a part of many collaborations, this is the first time he has taken his talent overseas and offline.

Mr. Bags and Longchamp are exciting users all over the world through various teasers and photos via social media. For instance, the fashion blogger shared a cartoon video of dogs lined up and a door opening with an off screen voice yelling, "Next!"

The influencer captioned the video by saying, "Something big, something super cute, something very exciting is coming very very soon," along with tagging @Longchamp.



Can't wait for tomorrow!!! Mr. Bags x Longchamp will launch in China via wechat and weibo! @longchamp

A post shared by @ mrbagss on Dec 21, 2017 at 8:11am PST

Longchamp collaboration will be celebrated with a special New Year's Eve party at the brand's flagship store.

Influencer insight

While the fashion industry has embraced social influencers and messaging commerce, another campaign from French label Chlo with Mr. Bags demonstrated just how much potential these strategies have for luxury marketers.

WeChat is China's most-influential social platform today, with consumers completing almost every type of daily task on the mobile application. According to Fashionbi's "[Key Opinion Leaders in Fashion Industry Report](#)," WeChat also has immense potential as selling vehicle for brands, citing Chlo as a prime example after the Richemont-owned brand sold all 85 of a limited-edition handbag through a Mr. Bags campaign hosted on the app ([see more](#)).

Micro-influencers on social media have a greater impact than celebrities when it comes to branded posts due to

their niche audiences, according to L2.

Celebrities and mega-influencers see modestly elevated engagement rates, but micro-influencers have much greater engagement rates. However, micro-influencers post eight times more sponsored posts and brand partners than celebrities, which can over time annoy followers ([seem more](#)).

"I don't think it's particularly unique, except for the Chinese connection," Ries & Ries' Mr. Ries said. "Many retail brands organize joint promotional programs with outside celebrities or companies.

"Target, for example, has a deal with Casper, an online seller of mattresses," he said.

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