

APPAREL AND ACCESSORIES

Longchamp appeals to “urban adventuress” in Parisian ads

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Longchamp spring/summer 2018 campaign. Image courtesy of Longchamp

By STAFF REPORTS

French fashion label Longchamp is showing that exploration is not limited to far-flung locales in a campaign that centers on finding newness in the familiar.

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Longchamp's spring/summer 2018 campaign finds model Freja Beha Erichsen embodying a “liberated” woman as she takes in Parisian sights with fresh eyes. While many brands roll out destination-driven efforts, Longchamp's choice to set its effort close to home will reinforce its heritage.

“Longchamp's spring campaign honors its French heritage and Parisian roots,” said Jim Gentleman, chief strategy officer at **SK+G**, Las Vegas. “As a brand known for its fashion-forward leather goods, what better city is there than Paris to serve as a backdrop for its latest campaign?”

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

Hometown glory

Longchamp's campaign was shot by photographer Angelo Pennetta in Paris. The print ads capture the model lounging in a chair or standing on a city street.

Ms. Erichsen is styled in Longchamp's ready-to-wear, and she carries handbags including the newly launched Madeleine.

The still campaign spans print, including single- and double-page placements, and outdoor.



LONGCHAMP
PARIS

Longchamp's spring/summer 2018 ad campaign. Image courtesy of Longchamp

Longchamp's campaign also features on digital with a campaign film.

At the start of the video by director Ujin Lin, Ms. Erichsen is seen pulling sunglasses out of her handbag and putting them on, readying herself for exploration. Longchamp just recently launched eyewear with licensee Marchon, adding an accessory category ([see story](#)).

From there, the model sets off on a walking tour that takes her around the city, passing by sights including the Seine and the Luxembourg Gardens.

While it features the landmarks, the campaign chooses to superimpose the Danish model in front of the scenes. This surreal approach finds her hovering over the river as time lapse photography flickers by behind her or depicts her ankle boots traipsing across the backdrop of the Eiffel Tower.

Another shot shows the model lying in front of a heavily trafficked road as cars rush by at super speed.

Embedded Video: <https://www.youtube.com/embed/SGkJRVWH5ww>

Longchamp Spring 2018 - Mademoiselle

This marks Ms. Erichsen's second season as the face of Longchamp.

"The brand is speaking to a modern woman – confident, sophisticated and independent – who is stylish no matter where she is in life, including the famed urban settings of the Eiffel Tower, Seine River and the Arc de Triomphe," Mr. Gentleman said.

Paris promotion

Founded in 1948 in France, Longchamp frequently looks to its roots for campaigns.

For instance, Longchamp penned a love note to Parisian living through the lens of spokesmodel Alexa Chung.

In the brand's spring/summer 2017 campaign, the longtime face of the brand was given a voice for the first time, as she explained her affection for the Longchamp's birthplace. Adding this documentary-style behind-the-scenes look allows Ms. Chung's playful personality to come through ([see story](#)).

This focus on place of origin is in contrast to the approach that many luxury labels take, as they set their campaigns far from home.

For instance, French fashion house Louis Vuitton extended the tropical vibes of its cruise 2017 fashion show by setting its corresponding campaign in the same locale.

The brand's advertisements starred actress Alicia Vikander, who has become a frequent Louis Vuitton collaborator in the past years, as she played tourist in Rio de Janeiro. Like Louis Vuitton's previous cruise efforts, this campaign was primed to inspire wanderlust as it reinforced the brand's traveling spirit ([see story](#)).

"By associating the brand with a fashion capital like Paris, Longchamp positions its spring collection in an authentically aspirational way," SK+G's Mr. Gentleman said.

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