

APPAREL AND ACCESSORIES

Longchamp targets millennials with Kendall Jenner

May 2, 2018



Kendall Jenner becomes the new face for Longchamp; Image credit: Longchamp

By STAFF REPORTS

French fashion label Longchamp has tapped a new ambassador to gain attention in the United States with younger consumers.

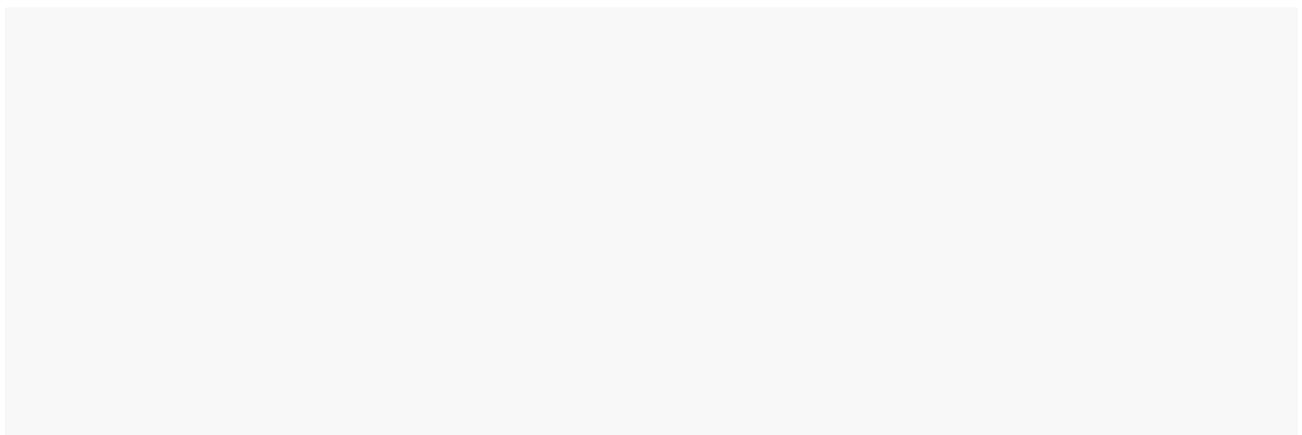
Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

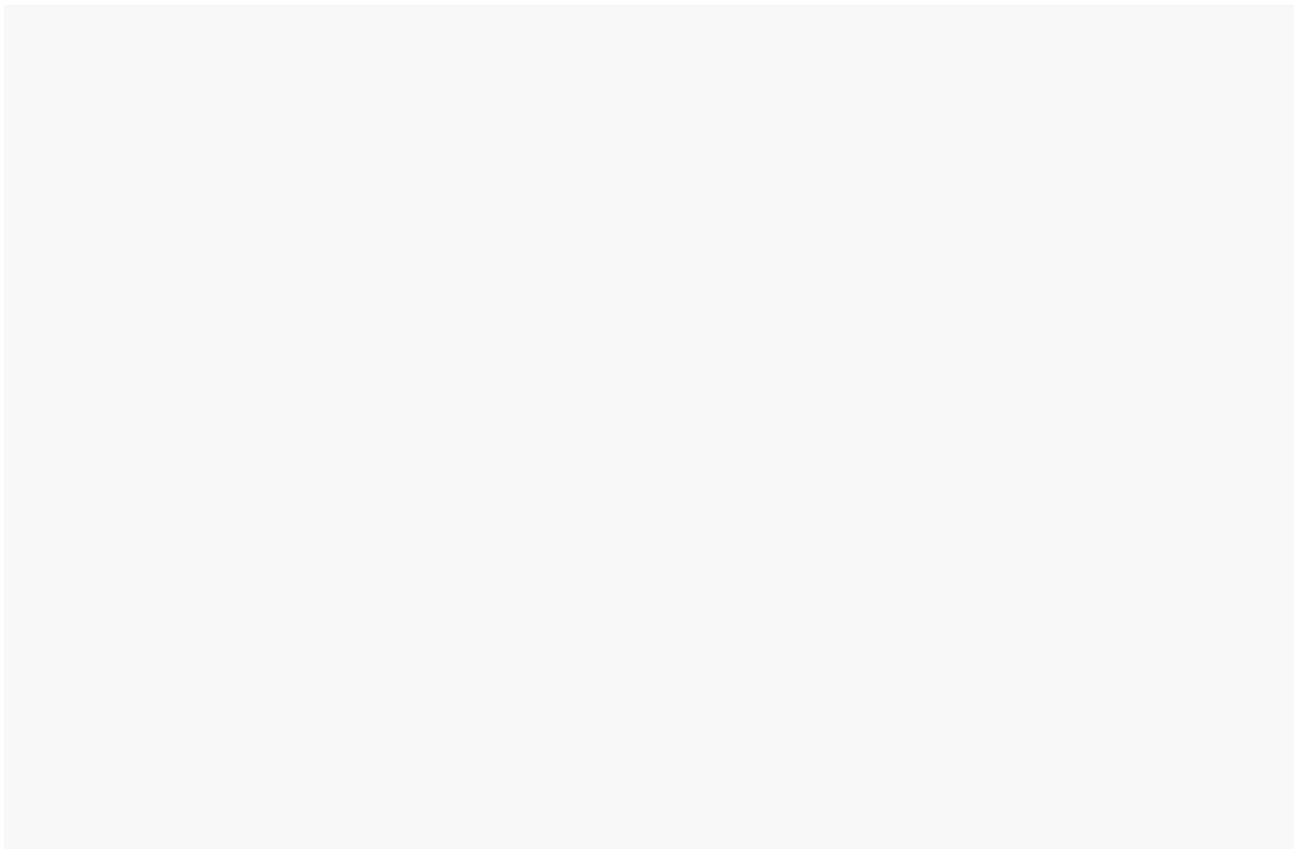
Kendall Jenner is the newest face for Longchamp, representing the fall/winter 2018 collection. Hoping to come across as fresh and trendy for a younger crowd in the U.S., the French label has been working with a series of popular young women.

Millennial ambassadors

Longchamp took to its Instagram account to share a video of Ms. Jenner announcing their partnership.

"Hi everyone, it's Kendall, the new face of Longchamp," says the Instagram post's caption. A short video shows off Ms. Jenner with the label's new Amazone bag, which releases on May 22.





Hi everyone, it's Kendall, the new face of Longchamp! #KendallForLongchamp #KendallJenner
#LongchampAmbassador #LongchampFamily

A post shared by @ longchamp on Apr 30, 2018 at 6:29am PDT

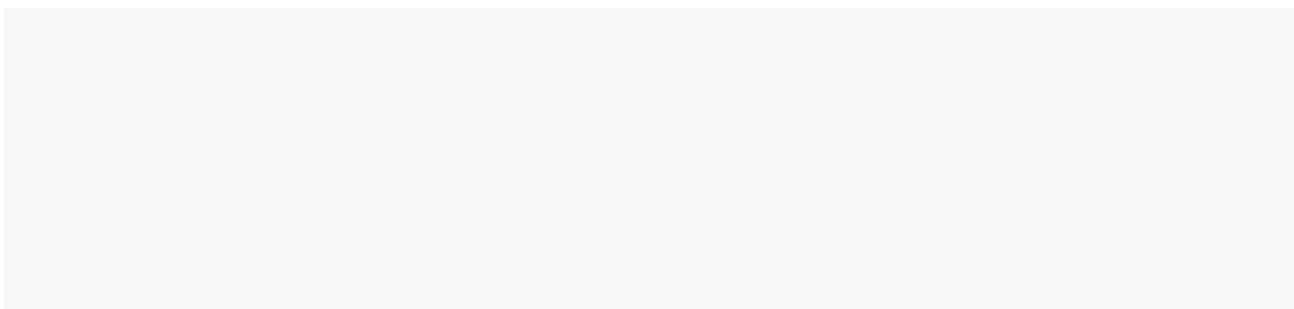
"I think there's this synergy between the term 'world citizen' and Longchamp. To me, a world citizen is someone who wants to share more of an understanding of different cultures," Ms. Jenner said in statement to L'Officiel. "With Longchamp, while the collection always has a touch of the Parisian, it is something that can be worn around the world, by women who support this idea."

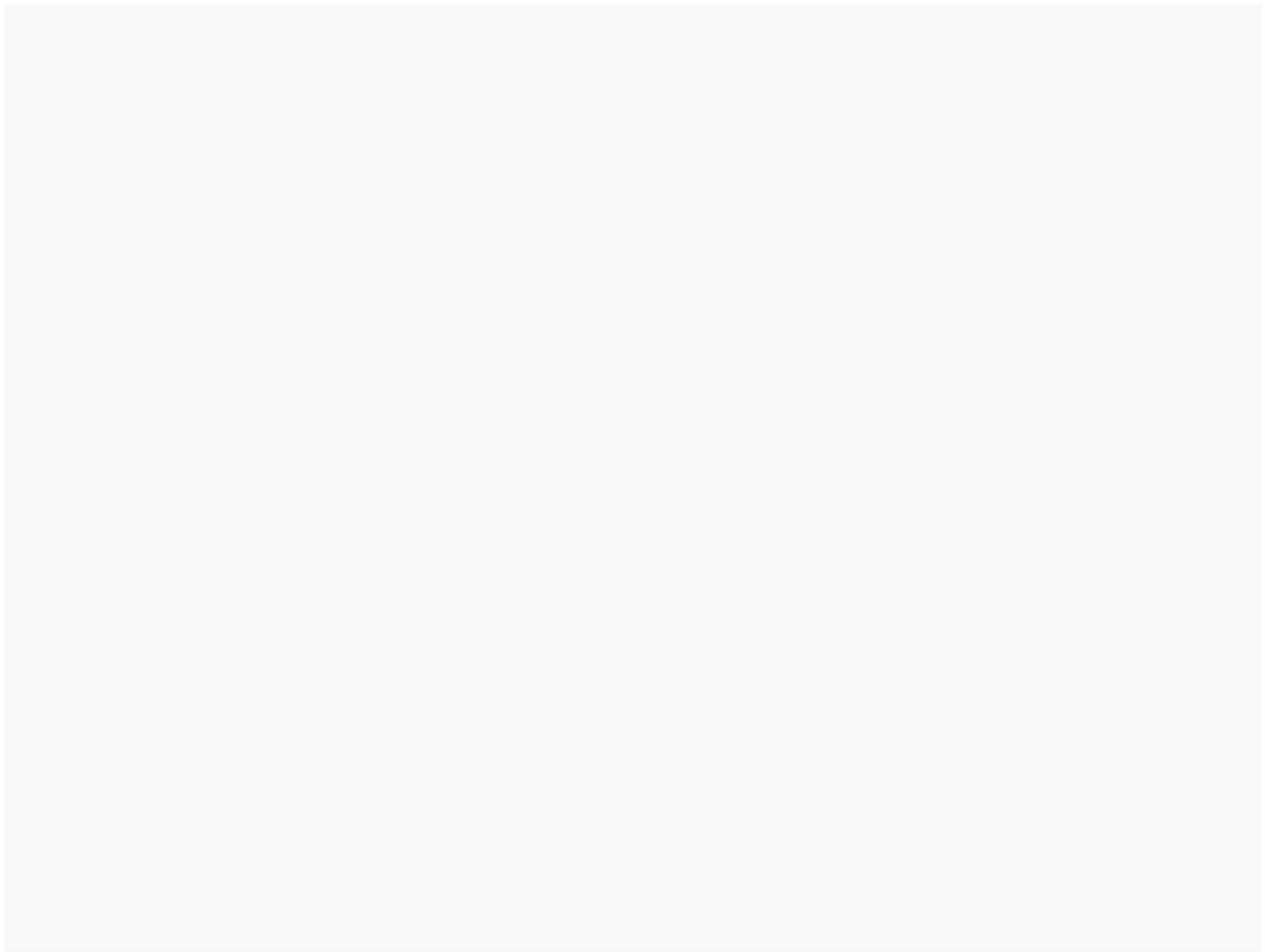
Longchamp continues to tout the partnership on social media, with another short video that shows a heart beating in between the names "Longchamp Paris" and "Kendall." The image is to be read as Longchamp loves Kendall, and its caption reads, "And Kendall loves Longchamp."

Another photograph shows content from the campaign, a still image of Ms. Jenner, saying, "We are proud to present the new face of Longchamp, Kendall Jenner! Welcome to the #LongchampFamily"

"Kendall is an independent and free woman, she travels, she moves at full speed, she's always elegant, much like the Longchamp woman," said Sophie Delafontaine, creative director at Longchamp, to Fashion Network. "Her talent resides not only in the way she acts, but in her interactions too."

"She is an authentic personality of the millennial generation," she said.





And Kendall loves Longchamp #LongchampLovesKendall #KendallJenner #KendallForLongchamp
#LongchampAmbassador #LongchampFamily

A post shared by @ longchamp on Apr 30, 2018 at 6:32am PDT

Ms. Jenner is not the only ambassador from the millennial bracket that Longchamp has tapped in hopes to corner the young market.

Longchamp also 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](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.