

APPAREL AND ACCESSORIES

Longchamp leans into streetwear style with Shayne Oliver collaboration

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Longchamp's collaboration is called Longchamp by Shayne Oliver. Image credit: Longchamp

By DANNY PARISI

French fashion label Longchamp is partnering with designer Shayne Oliver to infuse its brand with a shot of street style.

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Longchamp has teamed with Mr. Oliver for a new capsule collection and pop-up shop in New York. The collaboration comes just less than a month after Mr. Oliver announced that his brand Hood by Air was going on a hiatus.

Streetwear style

Longchamp's latest collection with guest designer Shayne Oliver sees him bring his trademark streetwear design aesthetic to a wide range of Longchamp goods, including apparel, accessories and some of the brand's iconic handbags.

The Le Pliage, one of Longchamp's most popular bags, has been redesigned by Mr. Oliver to make it more street-ready.



Longchamp's iconic bags redesigned by Shayne Oliver. Image credit: Longchamp

The products maintain recognizable silhouettes of the original designs, particularly the bags, while having completely reimaged details thanks to Mr. Oliver.

Longchamp promoted the capsule collection, which includes a complete ready-to-wear line of apparel, with a pop-up shop hosted in New York City on May 4.

Mr. Oliver's brand, Hood by Air, went on creative hiatus earlier this year after cancelling a show and going radio silent for several months. After the announcement, Mr. Oliver began working with Helmut Lang before lending his expertise to Longchamp for this collection.

On the same day that the collection dropped, Longchamp celebrated the opening of its new boutique on Manhattan's Fifth Avenue with newly named brand ambassador Kendall Jenner.

Creative collaboration

Longchamp tapped Ms. Jenner as an ambassador to gain attention in the United States with younger consumers.

Ms. 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.

Longchamp took to its Instagram account to share a video of Ms. Jenner announcing their partnership ([see story](#)).

The brand's partnership with Mr. Oliver, a noted streetwear designer, is also emblematic of its larger strategy of targeting younger consumers with urban-influenced designs and campaigns.

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Longchamp by Shayne Oliver. Image credit: Longchamp

For example, Longchamp showed that exploration is not limited to far-flung locales in a campaign that centers on finding newness in the familiar.

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 reinforces its heritage ([see story](#)).

The worlds of streetwear and high fashion are increasingly mixing together as luxury labels look to streetwear brands for inspiration and collaboration. French fashion house Louis Vuitton, for instance, debuted a fall/winter 2017 campaign that included a streetwear-inspired aesthetic and hip-hop-tinged short film late last year.

Louis Vuitton's campaign put the collection first and foremost, with little artifice or concept beyond a showcase of the clothing and the models. The clothes themselves are clearly modeled after the growing popularity of streetwear, with sneakers, caps and a monochromatic color scheme anchoring the collection ([see story](#)).

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