

APPAREL AND ACCESSORIES

## Longchamp trots out Kendall Jenner for first campaign as brand ambassador

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*Longchamp's latest campaign features Kendall Jenner and a horse. Image credit: Longchamp*

By DANNY PARISI

For its first major campaign with new ambassador Kendall Jenner, French fashion label Longchamp has created a slightly surreal short film starring the popular influencer.

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The short film, called "The Encounter" or "Le Rencontre" in French, features Ms. Jenner as she runs through the streets of Paris. The campaign is the first major collaboration between Ms. Jenner and Longchamp since she became a brand ambassador earlier this month.

La Rencontre

Ms. Jenner, the much-adored second-youngest daughter in the Kardashian-Jenner clan, has made a name for herself as one of fashion's most sought-after models.

Longchamp has capitalized on her popularity, particularly among young people, bringing her on as an official brand ambassador in early May.

Now, the brand has revealed its first major campaign with Ms. Jenner.

In the short film, Ms. Jenner is seen running at full tilt throughout the streets of Paris. As she runs, she frequently looks back over her shoulder at the camera as slow music begins to build up and crescendo.

*Longchamp's The Encounter*

Intercut with Ms. Jenner are scenes of a wild horse also running untamed through the Parisian streets. The two are shown in alternating cuts, running at full speed and whizzing past iconic Parisian landmarks.

Finally, the two are united in front of the Eiffel Tower. There, Ms. Jenner takes the horse's head in her hands and places her forehead against the animal's.

The short film ends with the two standing and embracing each other.

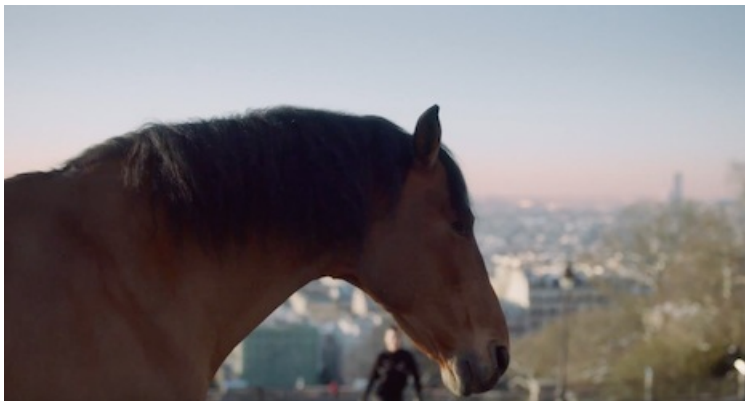
Youthful appeal

Since the announcement of Ms. Jenner's partnership with Longchamp, the brand has been heavily promoting the collaboration.

Longchamp previously touted 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" ([see story](#)).

The brand's partnership with Ms. Jenner is part of the brand's larger strategy to appeal to younger consumers.



*Ms. Jenner and the horse reunite at the end of the video. Image credit: Longchamp*

This strategy continued with a recent streetwear collaboration. Longchamp is partnering with designer Shayne Oliver to infuse its brand with a shot of street style.

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.

In Longchamp's latest collection, guest designer Shayne Oliver brings his trademark streetwear design esthetic to a wide range of Longchamp goods, including apparel, accessories and some of the brand's iconic handbags ([see story](#)).

With The Encounter, Longchamp is continuing its appeal to hip young consumers with a short yet aesthetically pleasing film featuring its latest ambassador.