

APPAREL AND ACCESSORIES

## Longchamp enters NYFW for first time

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*Longchamp spring/summer 2018 campaign. Image courtesy of Longchamp*

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By STAFF REPORTS

French fashion label Longchamp will be making a debut during New York Fashion Week for the first time, as it celebrates its 70th anniversary and rebranding.

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According to Women's Wear Daily, the brand known for its leather goods will feature a NYFW runway show for the first time this September. To usher in the event, Longchamp will be celebrating the show with an event in Paris the same week.

### Fashion week debut

Longchamp's first NYFW show will occur on Sept. 8 prior to a special event on Sept. 11 at the Opra Garnier in Paris.

The NYFW show's venue has not yet been announced.

Its show is comes after the brand launched a flagship on Fifth Avenue in May, with a portion of its store focusing on ready-to-wear.

"We felt that this was the right time to take things to the next level and to set out our vision of the dynamic, cosmopolitan Longchamp woman," said Sophie Delafontaine, artistic director at Longchamp, to Women's Wear Daily. "Longchamp has always acted on intuition and we'll continue to act on our intuition as we make decisions for future seasons."

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



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

The short film, called "The Encounter" or "Le Recontre" 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 that month ([see story](#)).

Women's Wear Daily also noted that the brand will be launching a new flagship store in Los Angeles, as it gains greater control in the United States.

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