

APPAREL AND ACCESSORIES

Longchamp looks to China to offset declining sales

September 24, 2018



Longchamp spring/summer 2018 campaign. Image courtesy of Longchamp

By STAFF REPORTS

French fashion label Longchamp is one of the many brands who are looking to China in an effort to tap into the market's potential.

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Longchamp is hoping to see its revenues resurrected by its investment in China. The brand recently saw a dip in sales after terrorist attacks in France, as it was originally its main market.

Longchamp goes into China

While Longchamp currently operates sales in China through a WeChat platform, it will expand to its own ecommerce platform in the market.

In a conversation with Reuters, Longchamp's chief executive Jean Cassegrain explained that despite tripling sales 10 years ago, since 2015 its revenues have seen less positive growth.

The brand plans to outperform in the wide luxury market, with experts predicting a 6 to 8 percent rise worldwide.

"We're entering a different phase of growth, it's no longer about store openings but about improving the performance of our current network," said Mr. Cassegrain said in a statement to Reuters.



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

Longchamp plans to open 1,500 sale points in department stores and 300 branded shops, in addition to more in the United States. One of the U.S. locations is expected to be located in Beverly Hills, CA.

The brand is one of many who have looked to China for its massive potential, as Chinese consumers grow increasingly interested in luxury.

For instance, Italian fashion label Moschino also looked to grow its presence among Chinese millennials by launching a shop on Alibaba's Tmall Luxury Pavilion.

At launch, Moschino's flagship will carry a collection exclusively designed for Tmall customers. The brand is joining a number of other luxury labels on the platform, including Burberry and Maserati, who are looking to tap into China's growth potential ([see story](#)).

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