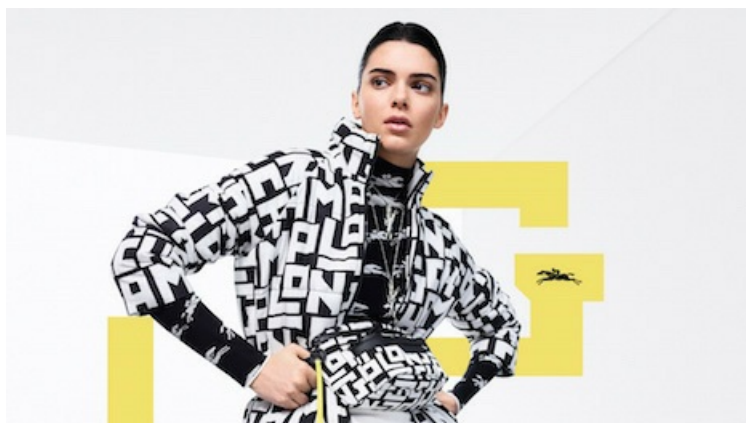


APPAREL AND ACCESSORIES

Longchamp releases monogram collection with Kendall Jenner

May 16, 2019



Kendall Jenner is the face of Longchamp LGP. Image credit: Longchamp

By STAFF REPORTS

French fashion label Longchamp has officially rolled out its monogram collection after teasing it in February.

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The label is leaning into the growth of streetwear and logo collections with the Longchamp LGP collection. With supermodel and reality star Kendall Jenner as the face of the campaign, the line is available online and at select Longchamp locations.

Monogram style

Longchamp is ushering in the new logo collection with an exclusive dedicated pop-up shop in Los Angeles in Westfield Century City at the Atrium. The shop will be open until June 21 and will be the only LGP devoted pop-up shop in the United States.

However, Longchamp stores such as those in Paris and New York will feature the bold printed pattern, in addition to a variety of buses in New York. The buses and buildings' facades will be wrapped in the monogram.

The monogrammed collection includes ready-to-wear, handbags, accessories and unisex products.

Longchamp heralds its logo as breaking all the rules, with a total of nine letters instead of keeping it short, as most other brands do. The label also states the design is a nod to Bauhaus and artist Andy Warhol.



Longchamp's LGP collection releases. Image credit: Longchamp

Products are featured in two complementary lines. Le Pliage LGP features the monogram printed all over its iconic nylon totes, travel bags, backpacks and belt bags.

The other line, Le Pliage Cuir LGP, features the monogrammed placed in one spot on a new tote design featuring longer handles.

Both of the collections are featured in black and white with a flash of neon, or black and red with a pop of white.

The collection will feature digital content with Ms. Jenner.

This is not the first time the French fashion label has worked with the model. The brand recently used visuals for a play on words, paralleling the horsepower of a car with the speed of an actual horse in a campaign featuring Ms. Jenner.

Following the announcement of Ms. Jenner joining Longchamp as an ambassador last May, the supermodel returned in the house's recent campaign. The film built upon the brand's previous short with Ms. Jenner, continuing its theme in motion, but this time Longchamp brought viewers to her hometown ([see story](#)).

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