

APPAREL AND ACCESSORIES

Longchamp electrifies with Pokmon collection

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The new Longchamp collection is inspired by Pikachu. Image credit: Longchamp

By LUXURY DAILY NEWS SERVICE

French fashion label Longchamp has revealed an electric capsule collection with the help of an animated pop culture icon.

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The maison has teamed with Pikachu, the cheerful and world-famous yellow Pokmon, on a limited-edition collection of handbags. Exclusive collaborations can attract fans of different brands and create a sense of urgency before items sell out.

Longchamp x Pokmon

Longchamp teased the collection in a whimsical short.

Speaking in a French accent, the female narrator talks about picking out her handbag in the morning before stopping at a caf for her croissant. Images of the Longchamp x Pokmon bags, including the brand's iconic Le Pliage, pop against a soft yellow background.

In a twist, the narrator's morning is interrupted by a thunderstorm a nod to Pikachu's electric abilities.

The Longchamp x Pokmon handbags are wearable for everyday

The collection includes cross body bags, top handle bags, travel bags, shoulder bags and backpacks.

Handbags are available in red, black and white leather, along with logofied versions in nylon and canvas. Pikachu makes an appearance on each bag, whether in the form of drawings or embossed in the leather.

In a nod to the heritage of Longchamp, some of the Pikachu are pictured wearing a jockey's helmet.

The Longchamp x Pokmon handbags are priced between \$170 and \$1,050, with an exclusive keyring to accessorize bags priced at \$120.

Originating in Japan, the Pokmon franchise debuted in 1996 and is beloved by Gen X and millennial consumers, making Pikachu a fitting collaborator for Longchamp as the label looks to appeal to a younger fanbase.

For an added touch, video gamers can dress up their avatars on the popular game Pokmon Go with the Pikachu-adorned Longchamp backpack. The augmented reality game became an instant hit in its 2016 debut, drawing the attention of brands ([see story](#)).

More recently, the social simulation video game Animal Crossing: New Horizons soared in popularity during quarantines and attracted famous players, including celebrities and politicians. Luxury brands such as Valentino and Marc Jacobs capitalized on Animal Crossing's popularity by announcing collection launches for the game ([see story](#)).

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