

APPAREL AND ACCESSORIES

Longchamp explores the savoir faire of Le Pliage Filet

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The Longchamp Le Pliage Filet tote bag. Image credit: Longchamp

By NORA HOWE

French leather and accessories brand Longchamp is diving into the craftsmanship behind its Le Pliage Filet handbag with a new dedicated video series.

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In collaboration with Normandy-based accessories brand **Filt**, which has specialized in woven cotton bags and other goods since 1860, Longchamp revisited its classic Le Pliage handbag with a new design that debuted in February. Now the brands invite consumers behind the scenes into the extensive world of handbag production, having released three episodes in a new video series.

"It's rare for a collaboration to bring together two bags," said Sophie Delafontaine, artistic director of Longchamp, in a statement. "But I like the idea of a union between two icons that combine to exalt an allure, personality and a little humor."

Le Pliage Filet

Both Longchamp and Filt have the "Entreprise du Patrimoine Vivant" label the excellence of French know-how, confirming their dedication to their craft.

Available in six colors, the hybrid design adopts the large mesh of Filt's string shopping bag and is adorned with the Russian leather handles and flap of the Le Pliage bag.

Longchamp Le Pliage Filet: Episode One

"Le Filet is an iconic bag that represents France, but it is also part of our heritage like going to the markets or the love of gastronomy," Ms. Delafontaine says in the first episode. "I think it's the perfect handbag to go.

"There is, of course, a lot of inspiration coming from the elegant and chic style from Le Pliage that comes together in this new filet," she says. "We have brought in our touch of leather, as we are leather manufacturers."

As the film showcases the artisans and processes behind the collection, Ms. Delafontaine continues to express how the collaboration between the two brands is like a meeting of philosophies to be carried across generations.

"It really is just a traditional handbag that we grew up seeing being used by our grandmothers," she says. "Today it is a product that we've managed to twist, and want to see worn by our daughters."

The second episode more deeply and specifically explores Longchamp's history with its "mythical" Russian leather. "It's a leather that my father developed in 1992 for the launch of Le Pliage," Ms. Delafontaine says. "It all started with an incredible story.

"It was discovered in the hold of a sunken ship that had been at the bottom of the ocean for more than 200 years my father bought it and realized the leather had been conserved by the salty waters of the ocean," she continues. "This gave it a slightly wrinkly touch, producing an incredible feel and texture."

Longchamp Le Pliage Filet: Episode Two

The third episode in the series follows Catherine and Phillippe Cousin, general director and president of Filt, respectively. They discuss how their values as a brand are well aligned with those of Longchamp, lending to a seamless and strong collaboration.

Emphasis on craft

In similar efforts, luxury fashion brands have recently refocused marketing strategies to convey the dedication and master craftsmanship that goes into their products.

French fashion house Louis Vuitton introduced a series on craftsmanship that emphasized its three key pillars: quality, creativity and innovation. "What is Savoir-Faire: The Art of Craftsmanship" explores how, at Louis Vuitton, "savoir-faire is more than uncompromising quality and breakthrough creativity it is 160 years of relentless innovation" ([see story](#)).

Italian jeweler Bulgari shared a detailed examination of its watchmaking process in a video series that put its experts in the forefront. "Crafting Time" is the first video series from Bulgari that offers an inside look at the brand's in-house watchmaking experts.

The series includes 10 episodes, each featuring a different Bulgari employee explaining who they are, what they do for the company and why they are passionate about their work ([see story](#)).