

APPAREL AND ACCESSORIES

Longchamp unveils overdue sustainable styles in first Le Pliage campaign

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Longchamp has introduced Le Pliage styles made with recyclable materials. Image credit: Longchamp

By SARAH RAMIREZ

French leather and accessories brand Longchamp is sharing a whimsical look at the durability and versatility of its classic Le Pliage handbags with one sustainable surprise.

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A new series of vignettes reimagines the foldable tote bags as everyday objects, while alluding to Longchamp's French heritage. After countless interpretations of the Le Pliage bag, Longchamp has also introduced the first versions made with recycled materials in a nod to sustainable style.

"This is probably one of my favorite campaigns as of recent because Longchamp is making a statement," said Dalia Strum, founder of [Rethink Connect](#) and professor at [The Fashion Institute of Technology](#), New York.

"This isn't a bag; it's a staple," she said. "It holds a different place in its consumer's lifestyle, and Longchamp does a great job storytelling that perspective through those vignettes.

"It's a combination of fashion meets function where it creates a must-have instead of a want-to-have mindset."

Le Pliage Green

Simplicity and versatility are inherent in the ethos of the Le Pliage, originally designed by the late Phillippe Cassegrain in 1993.

Made with a nylon canvas and Russian leather handles, the lightweight shoulder bag can be folded into the size of a paperback book.

Its minimalism paired with durable materials makes Le Pliage totes practical for everyday use inadvertently making Longchamp an early proponent of the "buy less, buy better" mindset that is taking hold in today's affluent consumers.

Longchamp draws parallels between Le Pliage and another French favorite

This durability is in full display in Longchamp's new campaign, the house's first effort centered on the iconic Le Pliage.

The handbags are seen as accessories used by dancers or equestrians, with the videos emphasizing the unisex nature of the totes by featuring a diverse cast.

The most memorable spots, however, show the Le Pliage in place of inanimate objects.

In "Gliding," colorful, monogrammed styles of the bag mimic curling stones, with a male model sliding one across the floor.

"Croissant" references Longchamp's Parisian origins as well as the handbag's foldability, as "pliage" means "folding" or "to fold" in French. A Le Pliage in the "paper" colorway is seen being folded, alternating with shots of croissant dough effortlessly being folded into itself.

The sustainable evolution of the handbag is revealed in "Le Pliage Green."

As cheerful music plays the soundtrack, as well as the minimal scenery, is consistent throughout all the campaign films a model is seen walking and pauses to pick up a crumpled plastic bottle.

She tosses the red bottle in a pink recycling bin and begins walking away. The woman pauses to look back and sees the recycling bin slowly open to reveal a red Le Pliage.

The red Le Pliage continues floating above the recycling bin, with a chorus of red plastic bottles levitating underneath. The model is seen strutting one more time, but this time she has the Le Pliage in hand.



The Le Pliage Green line uses recycled polyester derived from plastic waste, including recycled bottles. Image credit: Longchamp

Each vignette spot ends with the tagline, "It is not a bag. It is Le Pliage."

"Not only is this bag made of recycled nylon, but it encourages recycling by making sure its consumers always have a bag on-hand to replace using plastic or even paper bags when going into stores," Ms. Strum said.

Long-awaited progress

Unlike the traditional Le Pliage styles, Le Pliage Green is made with recycled nylon canvas, primarily derived from recycled bottles and other plastic waste. The environmentally-friendly line retains classic Le Pliage traits, including the tone-on-tone horse embroidery and Russian leather trimming.

The Le Pliage Green is available in the classic shoulder tote and top handle silhouettes, as well as pouches, travel bags, coin purses and backpacks. Notably, the prices are not significantly higher than the original offerings.

Longchamp plans to only use canvas made from recycling by 2023.

This is a significant shift for the leather goods brand, which has historically not been as transparent about its sustainability practices as its luxury peers.

The 2018 Fashion Transparency Index from Fashion Revolution gave Longchamp a score of zero for disclosing little to no details about its supply chain, environmental and social policies ([see story](#)).

In one recent film series, however, Longchamp did delve into craftsmanship of its accessories.

To celebrate the Le Pliage Filet handbag, a collaboration with Normandy-based accessories brand **Filt**, Longchamp showcased the artisans and processes behind the collection in a dedicated video ([see story](#)).

Expanding on craftsmanship, the brand's newest campaign offers a chic look at recycled materials.

"Longchamp makes sustainability, by both using sustainable items as well as creating the desire to be sustainable

through its visual storytelling perspective and bright color accents," Ms. Strum said.

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