

APPAREL AND ACCESSORIES

Longchamp boldly transforms Le Pliage in artistic collaboration

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Parisian graffiti artist Andr and Longchamp creative director Sophie Delafontaine. Image credit: Longchamp

By SARAH RAMIREZ

French leather and accessories brand Longchamp is highlighting its creative bonafides through a colorful collaboration with a Parisian graffiti artist.

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Longchamp artistic director Sophie Delafontaine tapped Andr Saraiva for the new project, in which he transforms Longchamp handbags into multiple variations of his Mr. A character. The campaign reflects Longchamp's artistic sensibilities while drawing attention to its sustainable offerings.

Colorful collaboration

Launching on April 26, the Longchamp x Andr capsule collection spans pouches with handle, top handle handbags in extra small, shopping bags in large and large travel bags. It also includes scarves and T-shirts, with prices ranging from \$65 to \$1,115 for a leather travel bag.

Each bag silhouette corresponds to a different Mr. A character drawn on.



The limited-edition Longchamp x Andr Le Pliage handbag. Image credit: Longchamp

For instance, the pouches are "Mr. A Happy," with a winking grin. The top handle bag, "Mrs. A Kiss," blows a kiss and has flirty eyelashes.

"Mr. A Love" comes in the form of the large shopping bag, with "amour" written across the character's wide smile.

"Big Mr. A" adorns the large travel bag with his tongue sticking out. A leather "Mr. A Traveler" iteration features Andr's interpretation of Longchamp's racehorse medallion.

Additionally, 200 small Le Pliage bags in recycled pink and blue canvas have been personalized firsthand by Andr. Each is individually numbered, and the handbags will only be available in select boutiques worldwide.

Two new films explore the new collaboration between Andr and Longchamp.

The first is a colorful montage showing the artist at work, putting his signature on his limited-edition Longchamp handbags.

Another video features an interview with Andr and Longchamp's Ms. Delafontaine.

Andr sits down with Sophie Delafontaine

He discusses how he approached the project, particularly the 200 limited edition bags that he considered a blank canvas.

"Andr is a Parisian artist we admire a lot because he's romantic, poetic and full of energy at the same time," Ms. Delafontaine says in the film. "It was a natural fit and I think we can see that in the final products."

Harnessing creativity

Over the years, Longchamp has been no stranger to fun and artistic collaborations.

Last year, Longchamp unveiled a new audacious collection in collaboration with contemporary fashion brand Emotionally Unavailable (EU).

EU founders and designers Edison Chen and Kybum Lee were inspired by Longchamp's classic Le Pliage handbag for its cross-gender, cross-generational appeal as well as its potential for artistic reinterpretation. The accompanying campaign films follow the slogan "Been a CHAMP a LONG time," a play on the French brand's name ([see story](#)).

For their second project together, the two brands have showcased a capsule collection of colorful, floral prints and nostalgic designs in a short film inspired by a holiday classic ([see story](#)).

In 2020, Longchamp revealed an electric capsule collection with the help of an animated pop culture icon.

The maison as 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 ([see story](#)).