

APPAREL AND ACCESSORIES

## Longchamp pushes circularity with recycled materials

July 21, 2022



A scene from Longchamp's new Le Pliage Re-Bag campaign film. Image credit: Longchamp

By AMIAH TAYLOR

French leather and accessories brand Longchamp is transforming leftover stocks of canvas into versatile handbags with their new sustainable collection, which launched globally on July 19.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

Since the introduction of the Le Pliage in 1993, the classic handbag has evolved into many different variations, including the Le Pliage Leather, Le Pliage Filet and Le Pliage Green. The French maison's latest iteration, the Le Pliage Re-Play, is a testament to the brand's commitment to sustainability, as it nears its 75th anniversary.

"The campaign is fun and tongue-in-cheek," said Chris Ramey, CEO of Affluent Insights, Palm Beach. "It demonstrates that luxury brands can redefine objects to bring meaning and margins to anything they sell."

### Making sustainability fun

The Longchamp Le Pliage Re-Play collection was born from the idea of improving the brand's sustainability by using end-of-the-roll materials. In line with this thinking, the campaign strategy involves lively ecoconscious advertising.

The new lighthearted campaign film features two female models in colorful sweaters that contrast with the stark white environment. They playfully pull brightly-hued fabric from large white rolls, a nod to the fact that the Le Pliage Re-Play is made of "end-of-the-roll" fabric.

After collecting the final fabric swatches, the two models introduce the Le Pliage Re-Play in different colors. The large white rolls of fabric which were stripped bare, come to life. They animatedly walk, swirl, and model the handbags as whimsical, upbeat music plays.

After the models and fabric rolls join in a graceful coordinated dance, messaging begins to appear. Longchamp's recent slogan, as of 2021, "It is not a bag," lingers on the screen. Then, "It is Le Pliage Re-Play."

"Making remnants attractive is no easy task," Mr. Ramey said. "Longchamp follows the classic luxury marketing

playbook by branding the bags, adding a bit of whimsy, referencing sustainability and reinforcing scarcity."

The environmentally-friendly line displays classic Le Pliage traits, such as highly saturated nylon fabric and Russian leather trimming, but aesthetically, it has a longer and more rectangular silhouette.

[View this post on Instagram](#)

A post shared by LONGCHAMP (@longchamp)

The Re-Play collection contains 100 percent recycled materials. This clarity about using environmentally sustainable fabrics and leather is a far cry from Longchamp's lack of disclosure about supply chain and environmental policies four years ago ([see story](#)).

Full steam ahead with sustainability

Longchamp's positive progress reflects a larger trend in the high fashion sector. At growing rates, luxury retailers are leaning into the sustainability trend.

Swiss watchmaker Ulysse Nardin stepped up its sustainability strides with the release of a timepiece largely composed of recycled fishing nets.

Working in conjunction with The Ocean Race, a global yacht race, Ulysse Nardin created the Ocean Race Diver. The design is sophisticated and environmentally friendly, a symbol of the watchmaker's pledge to do its part in protecting the ocean ([see story](#)).

British fashion house Stella McCartney recently released its highly anticipated plant-based alternative leather accessory the Frayme Mylo handbag. Made from mycelium, a mushroom-based material, the brand's newest bag is making a major statement in the fashion world by welcoming alternative materials into the standard luxury space ([see story](#)).

"Selling to the affluent requires matching values," said Mr. Ramey. "Sustainability is increasingly important - and so is getting rid of dead inventory."