

APPAREL AND ACCESSORIES

Longchamp, eyeing Gen Z market, joins TikTok

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The twin Guess Girls, Sarah and Sabrina, are social media darlings tapped by Longchamp to herald its debut on TikTok. Image credit: Longchamp

By LUXURY DAILY NEWS SERVICE

French leather goods brand Longchamp has joined a bevy of high-end marques enticed by the potential of video-share platform TikTok to open doors to younger consumers.

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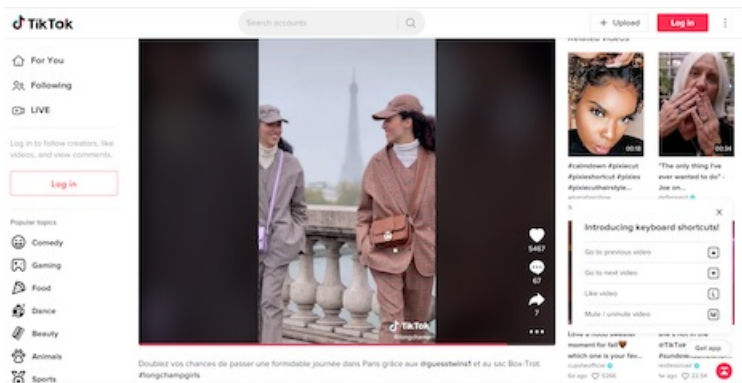
Longchamp's initial campaign on the social media platform, popular with Gen Z, invites viewers of its videos to join its "Longchamp Girls" on their adventures through Paris, where the brand was founded in 1948.

Chinese-owned TikTok has approximately 1 billion monthly average users, 60 percent of whom are 16-24.

Rivaling Instagram, TikTok's young audience is attractive to a heritage brand looking to introduce itself to the next generation of shoppers.

Much to do

The first Longchamp Girl Tik-Tok-ers with the honor are the Guess Girls social media darlings who post videos of "twin stuff and fashion stuff."



TikTok video of twins Sarah and Sabrina as they stroll through Paris in a lending hand for Longchamp. Image credit: Longchamp

The Parisian twins, Sarah and Sabrina, can also be found on Instagram and YouTube, sporting matching or coordinating outfits for their followers, of which they have 232,000 on TikTok.

The Guess Girls brought their signature twinning fun to Longchamp's page, strolling the streets of Paris in oversized plaid suits and matching baseball caps from the brand's fall-winter 2022 ready-to-wear collection.

The pair also carried **Longchamp's** newest bag the Box-Trot, a smooth calf leather crossbody bag with an extra-large medallion logo snap for its flap in violet and Cognac.

The **TikTok video** had racked upwards of 4.4 million views by mid-afternoon Oct. 25.

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