

APPAREL AND ACCESSORIES

## Latest Longchamp launch brightens brand's Le Pliage

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Teaming up with Italian art publication *Toiletpaper Magazine*, the brand is unveiling five surreal designs that are applied to a classic in a campaign that puts the Le Pliage handbag out front. Image courtesy of Longchamp

By EMILY IRIS DEGN

A new partnership has French leather and accessories brand Longchamp playing with proportions.

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Teaming up with Italian art publication *Toiletpaper Magazine*, the brand is unveiling five surreal designs that are applied to a classic in a Pop Revolution campaign that puts the Le Pliage handbag out front. As part of the quirky new collaboration, the two parties are transforming Longchamp's tote for modern consumers, keeping heritage intact on both ends.

"Longchamp and *Toiletpaper* are an odd fit which makes them a good fit," said Katherine C. Sredl, marketing lecturer at Loyola University Chicago's Quinlan School of Business.

"Le Pliage is a practical and functional luxury, associated often with Kate Middleton, who uses them," Ms. Sredl said. "*Toiletpaper* is fun, funny, experiential, and playful.

"This mix gently takes away the message that this product is possibly somewhat snobbishly elegant without diluting its exclusivity or alienating brand loyalists."

Ms. Sredl is not affiliated with Longchamp, but agreed to comment as an industry expert.

Leather looks

Known for humorous, often bizarre imagery, *Toiletpaper Magazine* lends the art of the unexpected to the Longchamp collaboration.

Together, the publication and the heritage maison present a handful of new prints, each imbued with French icons baguettes, bulldogs and historic references to the nation's pirates are brought to the table.

Nods to the brands' respective identities are also woven into the new offerings, from Longchamp's galloping horse logo to a wooden pipe, an item founder Jean Cassegrain famously covered in leather in 1948 during the company's Parisian beginnings.



French baguettes brighten up an otherwise foreboding image of a skull and crossbones in one of the new Le Plage designs. Image courtesy of Longchamp

Italian artists and *Toiletpaper Magazine* founders Maurizio Cattelan and Pierpaolo Ferrari add the publication's pop aesthetics and bright hues, the five designs coming in "Sunshine Yellow," "Candy Pink" and "Sky Blue," a playfully close trio to the three primary colors.

"At Longchamp, we are always inspired by the intersection of fashion and art," said Sophie Delafontaine, creative director of Longchamp, in a statement.

"*Toiletpaper* has been on our radar for a long time because it has a unique way of combining art, fashion, and pop-culture references with a dose of humor to create stylized imagery that feels unexpected, elegant, and optimistic," Ms. Delafontaine said. "We were really inspired by their bold aesthetic and felt that their lighthearted approach to life tallied with Longchamp's colorful vision of genuine and optimistic luxury."

The campaign's photographs reflect this lighthearted optimism, taken in *Toiletpaper Magazine*'s Milanese studio over the course of a few days.



Photographed in the publication's studio, notes of playfulness are brought to the campaign. Image courtesy of Longchamp

Throughout the visuals, realism is slightly bent and a sense of fun replaces otherwise violent or foreboding symbols. Grinning boxers pose with the Longchamp canvas purses, polka dots surround smoking French bulldogs and crossbones are replaced with loaves of bread in pirate prints.

Contrast is also treated as a medium. For one pink tote, the print shows a hand punching through shards of glass while wearing a ring that spells out the capitalized word "love."

Though the purses are known to be touted by the uber-elite and European royalty a generally unrelatable population to the rising luxury consumers the colorful balance presented through the collaboration aids in capturing the attention of both loyal customers and aspirational shoppers alike.

"*Toiletpaper* is a bit kitsch and over the top, so the opposite of Longchamp fans like Kate Middleton," Ms. Sredl said.

## #LONGCHAMPxTOILETPAPER Collaboration

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Longchamp (@Longchamp) July 14, 2023

"This presents a good mix for reaching Gen Z through cultural relevance," she said. "Another reason this mix is good: if you already have a Le Pliage then you now have a reason to buy a new one."

On July 18, consumers can take home these visions in the form of leather keychains and the Pochette, Mini Bag, Travel Bag and Tote Bag on the Longchamp website or in Toiletpaper Magazine's shop at

<https://www.shoptoiletpaper.com/brand/longchamp/>.

Letting art lead

The colorful partnership was recently celebrated in London on July 12.

With celebrities and luxury favorites present like American actor Elle Fanning ([see story](#)), the artistic touches that *Toiletpaper Magazine* dispersed throughout the new bag designs served as decoration and tone-setters for the lively event.

A look back at yesterday's unforgettable event! Regent Street came alive to celebrate the unexpected: #LONGCHAMPxTOILETPAPER [pic.twitter.com/vNCtSAuh7f](https://pic.twitter.com/vNCtSAuh7f)

Longchamp (@Longchamp) July 13, 2023

Though this collection is unique, this is not the first time that Longchamp has gotten creative with Le Pliage collaborations.

In April 2022, the brand teamed up with Parisian graffiti artist Andr Saraiva, who brought her modern art to the bag ([see story](#)). With a range of offerings, the resulting collection shared the same note of playfulness that this latest *Toiletpaper Magazine* reveal does.

Eyeing Gen Z consumers, Longchamp has also turned to the world of influencers for Le Pliage twists. In January 2023, the digital first for the brand ensued with the help of Belgian designer Stphanie D'heygere ([see story](#)).

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