

RETAIL

Longchamp brings exclusives to Harrods this month

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Dropping an activation on the ground floor of Harrods, all styles are live within the retailer's Crescent Windows space until Jan. 25, 2024. Image credit: Harrods

By LUXURY DAILY NEWS SERVICE

French leather and accessories brand Longchamp is bringing special-edition merchandise to one of London's oldest department stores.

The label is joining the legions of luxury players that have unveiled pop-up concepts in recent weeks. Placing an activation on the ground floor of Harrods, shoppers can access all styles via a temporary set-up in the retailer's Crescent Windows space until Jan. 25, 2024.

SUB

Harrods is selling two exclusive Longchamp handbags this season.

The full range, an assortment of ready-to-wear and accessories sourced from the house's spring/summer 2024 collection and curated by creative director Sophie Delafontaine, launched on Jan. 2.

The corner of Harrods housing the new SKUs has been completely transformed.

It now sports a design concept that features moldings inspired by classic Haussmann-style fixtures and furniture that takes after vintage furnishings.

Available this month only, the pop-up's main attraction lies in the ample use of "vert lumire," also known as Pantone 367C.

Representing the brand's values of energy and optimism, the shade of green could signal an attempt from the Parisian magnate to take on a more contemporary aesthetic in the new year.
