

APPAREL AND ACCESSORIES

Longchamp borrows campaign aesthetics from campus living

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The brand's spring/summer 2024 collection is featured across visuals from British photographer Elaine Constantine. Image credit: Longchamp

By EMILY IRIS DEGN

French leather goods and accessories brand Longchamp is paying homage to an up-and-coming customer base.

Its spring/summer 2024 release, dubbed "University Collection," draws upon the world of college students and campus life. Directed by British photographer Elaine Constantine, the campaign features Longchamp's collegiate-themed ready-to-wear designs in vibrant colors, donned by a diverse cast of international classmates who have converged on Paris for educational purposes.

"Students are the current and future consumers: they live their university years in a post-pandemic era during which a lot of revolutions have occurred," said Stphanie Labeille, luxury branding and public relations expert, New York.

"They crave a sense of togetherness, a true sense of belonging," Ms. Labeille said. "The Longchamp ads reflect those values.

"Each video displays themes such as diversity, freedom, optimism, emotional communities, stressing the need for young adults/students/individuals to connect, exist, thrive and celebrate their singularity within a community."

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

On campus

Known for her depictions of authentic female joy, the label's collaborator has had her work featured in many-a-fashion-ad, with credits in industry magazines dating back to the 1990s.

Two of the award-winning artist's portraits have landed at the National Portrait Gallery, becoming members of the London museum's permanent collection.

Ms. Constantine once more brings luxury apparel and accessories to life in a series of videos and photographs, the latest from Longchamp.



South Korean brand ambassador Kim Se-Jeong joins the cast. Image credit: Longchamp

American model Alexis Sundman, Chinese model Tiffany Guo, Dutch model Britt Van Den Herik, Brazilian model Rayssa Ricardo and French model Zoe Petit star on-screen, embodying a sense of joie de vivre.

The campaign film's narrative? The group comes from around the world to study in the City of Light.

"The shots are done full screen as if we were part of their group, happiness and success," said Ms. Labeille.

"The sun is shining upon them, their energy is bright, and the colorful clothes and accessories they are wearing reflects their confidence," she said. "The ad brings the luxury consumer demographic into a bright future; an exciting journey where the now and the tomorrow are bright and we are dancing, enjoying the magic."

Scenes were shot on location at Lyce Henri IV, a public secondary school in Paris. The institution is among the most prestigious sixth-form colleges in the country, famous for its rigorous curriculum.



The Paris school's grounds stage the Longchamp products. Image credit: Longchamp

"The selection gives a sense of total diversity on every front that screams notions such as transparency, authenticity, well-being, fulfillment and freedom," said Ms. Labeille.

"The colorful tones of the videos reinforce this sense of explosion of joy," she said. "Whoever you wish to be, Longchamp welcomes you to their world."

"The humanity of these ads gives a sense of comfort."

As the models laugh, twirl in the courtyard, spread out picnic blankets in a garden and embrace each other, "Alright" by British alternative rock band Supergrass plays. Attention to detail does not miss this musical selection.

Longchamp's ad shares the song with the soundtrack from the 1995 film *Clueless* which, similar to this marketing effort, takes place primarily at a school. The upbeat brand videos capture an optimism that the maison considers to be both part of its brand identity and a core value of its consumers.



Paris's student fashion scene is celebrated for spring/summer 2024. Image credit: Longchamp

The muse behind this seasonal reveal? The students who come to Paris to take in the influential culture and fashion.

"This collection is a tribute to university students who are curious, eager to learn, and enriched by their contact with other cultures," said Sophie Delafontaine, creative director at Longchamp, in a statement.

"They share an apartment in the capital with girls from different countries, and all of them adapt to life in Paris, cultivating a style that draws on diverse inspirations."

The characters' lifestyles are celebrated via nods to college dress codes and aesthetics. Campaign messaging cites the optimistic outlook of the youth as a creative source.

Their routines are pictured across Longchamp's social channels. Posts highlight rituals such as post-exam relaxation and grabbing snacks before gathering.



The collection brings together Parisian silhouettes, trending patterns and student favorites like foldable bags. Image credit: Longchamp

While its luxury peers have made direct attempts to instill interest among college-goers ([see story](#)), Longchamp's effort could speak volumes to a segment in need of its quality handbags in particular.

Its Le Pliage tote ([see story](#)) is a frequent pick on the part of young women, often topping the Lyst Index's quarterly rankings for the most in-trend luxury items. Additionally, a major chunk of the company's customer base is shoppers aged 43 and under.

Gen Zers are acknowledged on landing pages for collection items, as the house calls them "curious" and "connected."

From honoring student life to platforming sunny outlooks to embrace bright colors and bold looks, Longchamp's spring/summer 2024 presentation could be well positioned to appeal to one of its key demographics as they partake in some of the biggest trends of the season.

Longchamp University: Spring/Summer 2024

"Young adults/students understand that if they work hard, they will be able to afford luxury and for most of them, this is an important goal in their life," said Ms. Labeille.

"Young people look up to the royals of our societies (celebs) wearing prestigious brands and unconsciously make the decision to trust the idea that Luxury will make them happy and successful," she said. "Experiencing the lifestyle guarantees them a certain

quality of life.

“Longchamp seems to have chosen an ad campaign strategy that stages and celebrates happy and lucky students ready to dream big, feeling free, safe and like themselves in the environment they chose.”

Off-campus

Students are not just shown on campus, but enjoying their lives in France’s capital.

In line with previous campaigns ([see story](#)), stills published on the brand’s site and in a dedicated lookbook showcase models adventuring around Paris. The photographs are also on Instagram.



Famed locations around Paris appear in the background of campaign stills. Image credit: Longchamp

The setting serves as a major plot driver in the campaign. Being Parisienne is considered an art form by Longchamp, but is nonetheless something that can be learned, according to the collection’s narrative.

Prints, mixed styles, relaxed silhouettes and ultra-feminine touches are said to be ideal for students mastering this localized identity.

Each of these looks shows up in the University collection, which is available [online](#) now.

“The French perspective is a recurrent narrative for Longchamp, being an iconic French leather goods and ready-to-wear brand,” said Ms. Labeille.

“Netflix’s *Emily in Paris* momentum has contributed to bring extra attention to the glamorous idea of a Parisian Lifestyle and has positively impacted the French economy in many ways, and primarily the fashion industry,” she said. “Longchamp knows The Olympic Games are around the corner and consequently leverages the fact that the spotlights will be on the French Capital.”

Longchamp celebrates students who come to Paris to absorb its culture

Urbanite sensibilities, in general, have been the center point of Longchamp’s advertisements in the past, which have been often paired with its flagship tote ([see story](#)) and figures who are favorites among the Gen Z crowd ([see story](#)).

The maison has also named brand ambassadors in an effort to speak to the spenders. Last year, South Korean singer and actress Kim Se-Jeong was among them ([see story](#)).

Longchamp unveiled Malaysia’s largest boutique at The Exchange TRX with the presence of Longchamp ambassador, Kim Se-Jeong.

The event was further enhanced by the presence of Mr. Jean Cassegrain, President of Longchamp. [#TheExchangeTRX](#) [#LongchampMY](#) pic.twitter.com/POkzrssI7o

Longchamp (@Longchamp) [February 7, 2024](#)

The talent can be seen in some of the visuals for the spring/summer 2024 unveiling. She also recently helped Longchamp cut the ribbon to its largest boutique in Malaysia.

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