

APPAREL AND ACCESSORIES

Longchamp, France's Shapers Club form artisanal connection

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The limited edition board, handcrafted in the Shapers Club workshop in Marennes, France, retails for \$2,875. Image credit: Longchamp

By KIRAN GILL

French apparel and accessories maker Longchamp is hitting the waves with a partnership with another family-owned business.

This month, Longchamp released 40 handcrafted, limited-edition surfboards with French surf shop Shapers Club for the brand's spring/summer 2026 collection entitled Catch The Parisian Wave. To mark the occasion, the brand shared a new Longchamp Family episode in which creative director Sophie Delafontaine traveled to the coastal town of Marennes, France, to discuss the creative process behind the latest collaboration with the team behind Shapers Club.

Surf's up

Longchamp's most recent launch expands on the spring/summer 2025 collection, in which the brand ventured into nature for inspiration ([see story](#)).

Catch The Parisian Wave looks beyond the forest to the coast and is a collection inspired by the sea and surf culture, one in which city dwellers are enticed by the sunlight, sand and waves.

The collection includes beach-ready accessories such as raffia tote bags, small leather goods and ready-to-wear pieces such as lightweight knits, t-shirts with retro-inspired prints and plaid garments.

The surfboard, which retails for \$2,875, is both a collector's object and an object of utility. Each board, designed for agility, is numbered from 001 to 040 and took four months to make.

Longchamp presents a film featuring the bespoke surfboard created with craftsmen from the Shapers Club

In the film, Ms. Delafontaine is seen visiting the Shapers Club workshop, a space where craftsmen from around the world are encouraged to visit and adapt their boards to French waves. She looks at the Longchamp surfboard and highlights the inspiration behind the design choices.

"That's the graphic design we worked on for the summer, inspired by surfers' wax bars, these slightly vintage patterns, and so we reworked them in these colors with all these shades of azure and this Longchamp font that's riding the wave," says Ms. Delafontaine, in the video.

Riding the wave

Longchamp's limited edition release of surfboards speaks to a developing trend within the luxury space, one in which surf culture is celebrated and embraced to attract an adventurous, outdoorsy consumer.

Automobile brands have been the earliest adopters of surf culture.

For example, Toyota Corp.'s Lexus reached a large milestone in its company's history by signing American pro surfer Griffin Colapinto as its first-ever ambassador in the space ([see story](#)). This announcement followed in the wake of the brand's expanded presence at the World Surf League (WSL), in which Lexus previewed a LX Surf Concept car and a curated surf shop with an exclusive capsule collection of garments inspired by surf culture ([see story](#)).



The company is giving back to its local community with the one-of-one creation. Image credit: Bentley

Meanwhile, in May, British automaker Bentley collaborated with VIP surf retreat company Marnie Rays and English manufacturer Otter Surfboards for the launch of a bespoke surfboard crafted from the wood of the Hawaiian Koa ([see story](#)).

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