

INTERNET

## Longchamp celebrates handbag anniversary with expanded customization

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*Longchamp Le Pliage customization promotional image*

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By SARAH JONES

French handbag label Longchamp is commemorating the twentieth anniversary of its iconic Le Pliage handbag by opening up its bag customization options.

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**Luxury Daily**

Consumers can pick out the color for each of the parts of the bag and add their initials in a number of different finishes. Giving consumers the opportunity to make a one-of-a-kind bag can instill loyalty.

"By offering customization, Longchamp is focused on partaking in the customization trend that consumers have been exploring as a form of their visual expression," said Dalia Strum, professor at the [Fashion Institute of Technology](#) and founder of [Dalia Inc.](#), New York. "The value proposition of this approach is adding a twist to the iconic bag instead of creating and implementing a new product line.

"This also gives them a strategic opportunity to re-market to their existing and loyal clientele as opposed to customer acquisition, while in default this could attract new clients as this is also a brand refresher."

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

Longchamp did not respond by press deadline.

## Individual attention

Longchamp introduced the customization on social media with posts on its Facebook and Twitter accounts, telling consumers the process is just “three easy steps.”

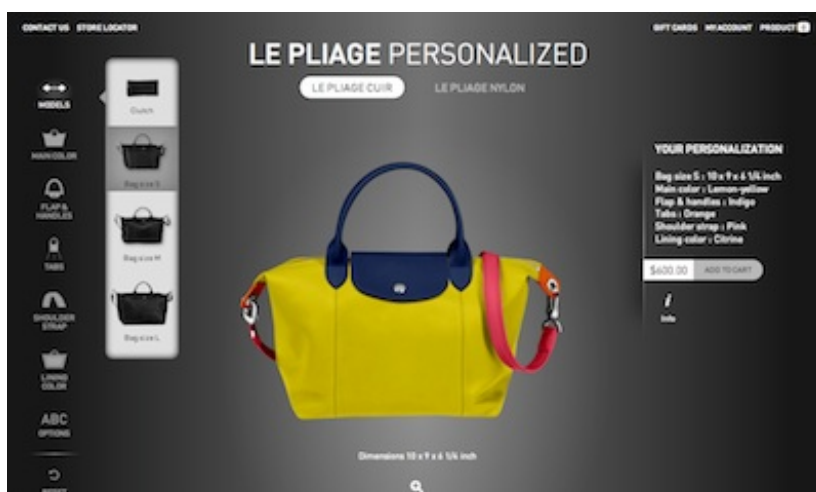
 Longchamp @Longchamp · Apr 12  
Personalize your Le Pliage in three easy steps at [us.longchamp.com](http://us.longchamp.com)  
[pic.twitter.com/odgKJP7JpN](https://pic.twitter.com/odgKJP7JpN)



### *Tweet from Longchamp*

The posts link to the U.S. homepage for the brand, where the customization feature is prominently highlighted. This tells consumers there are more than 1,800 combinations to choose from.

Consumers can choose between a Le Pliage Cuir, the leather version of the bag, or the nylon version. Depending on which material is chosen, different options of bag size will appear, allowing consumers to pick a coin purse, clutch bag, or small to large totes.



### *Longchamp Web site*

Going down the left side of the page are different areas that can be customized for each type of bag. Colors for the body, handles, hardware and lining can be selected.

As a different color is chosen, the bag on the page changes to reflect the selection, giving the consumer an idea of what their finished bag will look like.

On top of color choices, consumers can put their initials on their bag, either embossing them in one of two fonts or having them perforated on the side of the bag.

If a consumer wants to start over, there is a reset button below the customization options.

## **Unique merchandise**

Customization programs allow consumers to take on the role of designer, picking out what their dream bag or shoe would look like.

U.S. footwear label Stuart Weitzman offered consumers the option to customize their own version of the pump sandal often seen on celebrities at red carpet events timed to synchronize with awards season buzz.

From Feb. 12 to March 12, consumers could create their own version of the brand's "Nudist" pump, choosing their own colors and heel height. This interactive shopping experience was able to engage both consumers and aspirational fans of the brand, who probably played with the design program on Stuart Weitzman's Web site ([see story](#)).

Longchamp's Le Pliage Cuir bags feature prominently in the brand's spring 2014 campaign video.

The brand released a sunny spring campaign video featuring fashion personality Alexa Chung to get consumers ready for the seasonal shift.

The video follows Ms. Chung through the streets of St. Tropez in the South of France carrying brightly colored bags from the brand's "Escales" collection and wearing numerous looks from the brand's ready-to-wear line. By partnering with a celebrity in the fashion arena, Longchamp will be able to reach consumers who are specifically interested in fashion ([see story](#)).

Tying a customization effort into a major event in a brand or product history adds to the buzz for brand fans.

"Strategically, by leveraging the anniversary, this is a strong opportunity to create awareness and appeal of this customization opportunity as consumers might be under the impression that this could be a limited edition opportunity instilling the feeling of fomo, or fear of missing out," Ms. Strum said.

"This custom approach also provides the opportunity to increase sharability and increase the social engagement regarding their selection of custom options for especially during pre-purchase for feedback, and prior-purchase for social cred and experiential insight," she said.

Final Take

*Sarah Jones, editorial assistant on Luxury Daily, New York*

Embedded Video: [//www.youtube.com/embed/x0TEt5PtyEg](https://www.youtube.com/embed/x0TEt5PtyEg)

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