

LONGCHAMP

P A R I S

MIAMI CALLING: ART, ALEXA AND LE PLIAGE® HÉRITAGE

STAR IN LONGCHAMP'S AUTUMN 2015 AD CAMPAIGN

For its Autumn 2015 advertising campaign, Longchamp travelled to Miami – and specifically to the city's hip Wynwood District, famed for its cutting-edge galleries, studios and street art.

It was against the backdrop of Wynwood's colourful graffiti that Alexa Chung, now into her fourth season as the face of Longchamp, was once again photographed by Max Vadukul. The choice of location was, according Marie-Sabine Leclercq, Head of Global Communications at Longchamp, a completely natural one: not only was Longchamp's Autumn 2015 collection inspired by the avant-garde Memphis design group, but the company also has long-standing ties with the art world, evidenced in collaborations with, among others, Tracey Emin, Sarah Morris and Thomas Heatherwick.

The print campaign will debut with a striking visual of Alexa Chung carrying the season's star leather goods launch: Le Pliage® Héritage Mini, a downsized version of Longchamp's current It-bag, whose graphic lines and bold three-tone palette are echoed by the multi-coloured Wynwood buildings in the background. Alexa herself epitomizes the active, urban Longchamp woman, modelling key pieces from the Autumn 2015 ready-to-wear collection – a black and white varsity jacket and A-line mini with leather trim – with her signature effortless style.

A second visual features Alexa wearing a sharp shift dress with a central panel in the season's graphic print. The look is accessorized with another desirable new interpretation of Le Pliage® Héritage: a neat box bag on a long shoulder strap.

Print is just one element of Longchamp's innovative 360° communication strategy, which seamlessly integrates digital and social media. Always eagerly anticipated, the season's short film will be released on September 8th, 2015 on www.longchamp.com and social networks. It stars Alexa Chung exploring Miami's Wynwood District. The film's fast pace captures the dynamic spirit of the season, while Alexa's relaxed, spontaneous attitude as she models the collection's statement looks vividly expresses the optimistic luxury that is Longchamp's DNA.

The Longchamp Autumn 2015 advertising campaign will break worldwide from August 2015.

Date of shoot	March 2015
Place	Miami, Wynwood District
Longchamp creative director	Sophie Delafontaine
Longchamp's Head of Global Communications	Marie-Sabine Leclercq
Agency	Air Paris Creative director: Tho Van Tran
Photographer	Max Vadukul
Film Director	Paul Barulis
Soundtrack	Ex's & Oh's by ELLE King
Stylist	Alexis Roche
Model	Alexa Chung
Hairstylist	Diego Da Silva
Make-up artist	James Kaliardos