

LONGCHAMP
PARIS

D49 OFF
DUTY



Unpacking the Longchamp case

- We aim to create classroom-like unpacking situation of Longchamp case
 - By default, **chat is not used as a channel** to comment & contribute today's class (unless we invite comments / additions to chat)
 - When you wish to comment, answer or say something, **raise your hand** (click "*More*" OR "*Reactions*" → "*Raise Hand*").
 - Unmute yourself and answer. Camera is not needed today.
 - Some **polls** will be published during the discussion to vote and interact during the class.

Agenda for today

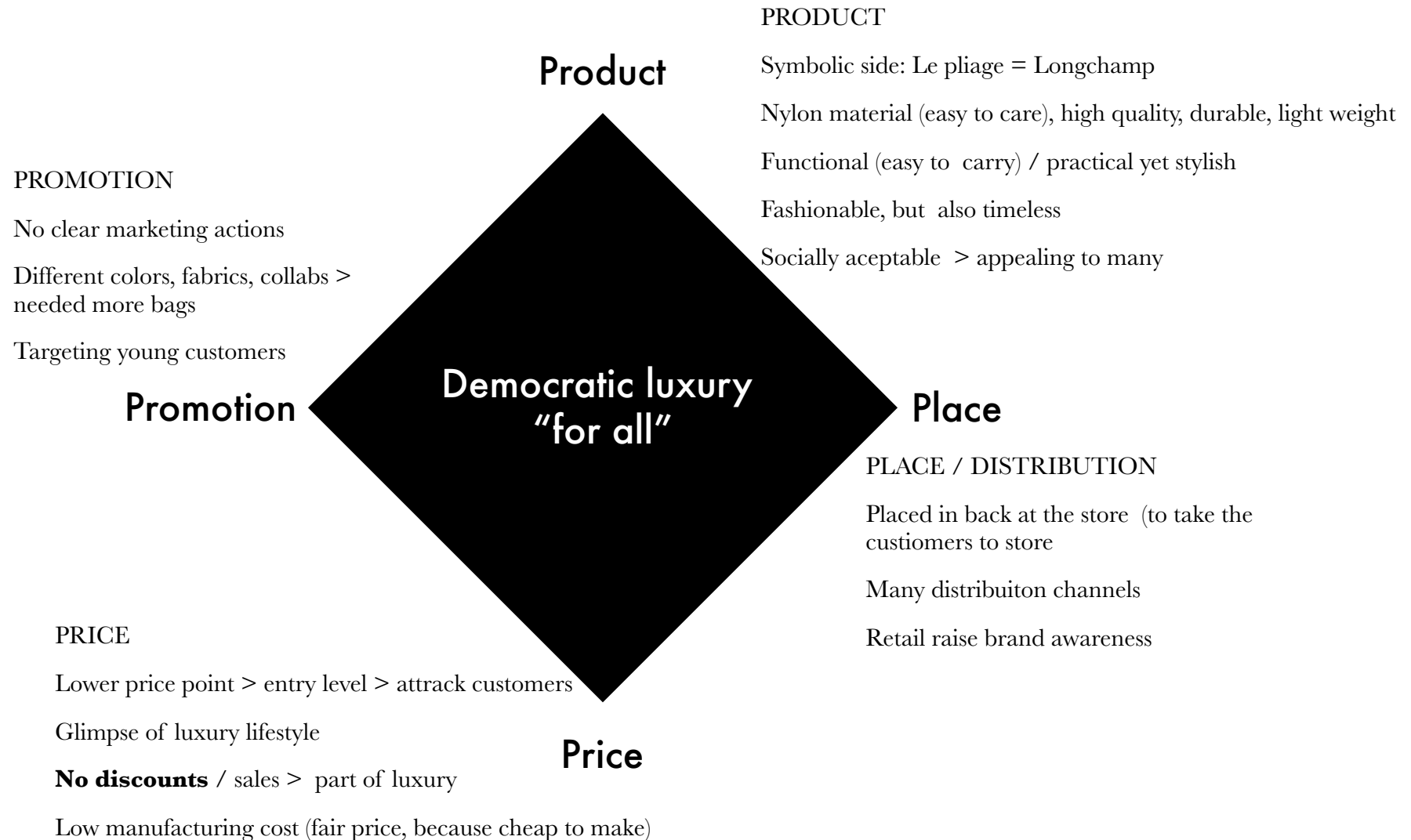
- Managing Le Pliage
- Brand extensions
- Distribution strategy
- Brand positioning

General thoughts about the case



Managing Le Pliage

Le Pliage's Success Formula



Luxury experience (at store), not only about the product

Role of material in terms of luxury perception?
(Prada vs. Longchamp)

Design (foldable) makes it luxurious

Le Pliage is not luxury. In order to be, it needs:
Distribution limits, control sales, create mysteriousness
→ placement in the store (not in windows)
Not about price

Longchamp (= Luxury):
Other products (than Le Pliage) are luxurious
Optimistic luxury (not that cold)
Craftmanship (also LP)

What about Luxury?



Longchamp

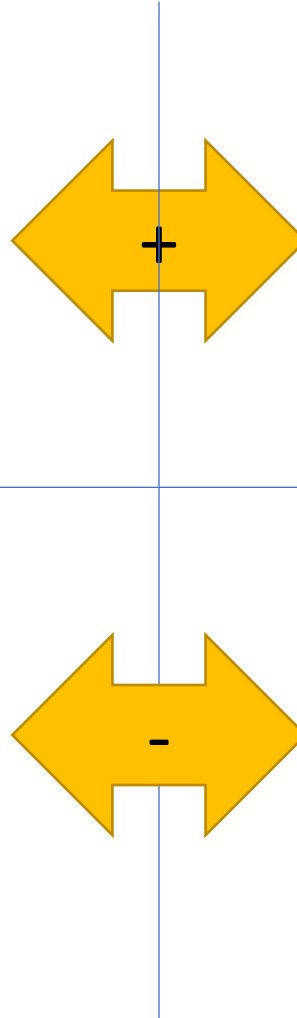
- French identity
- Heritage company (but most known brand made from nylon)
- Quality perception

- customers might question the price point
- LP was the reason why LC became “accessible”
- Value / quality

Le Pliage

- brand awareness & known brand
- Generate sales for the brand
- Access to longchamp brand (entry level → potential consumers + younger customers)

- Customers who are not spending much to other products
- Stores are full
- Difficult for sales staff (luxury experience)
- Too widely available → perceived accessibility



Longchamp brand extensions



Licensing (& luxury brand)

Possible risks for Longchamp

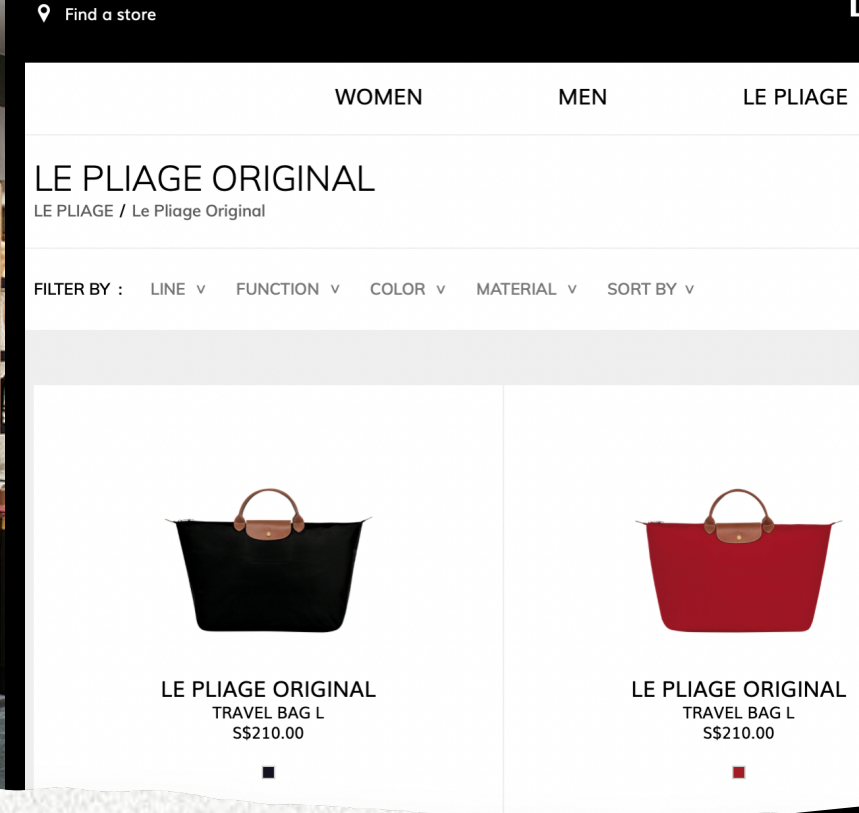
- Want to be perceived as high-end
- Too available → lack of luxury
- Losing control (quality, how/where supplied)
- Expanding somewhere where is no legitimacy

Possible advantages for Longchamp

- Awareness
- Marketing tool
- Profitable (most of the money comes from here)
- Brand equity
- Brand image

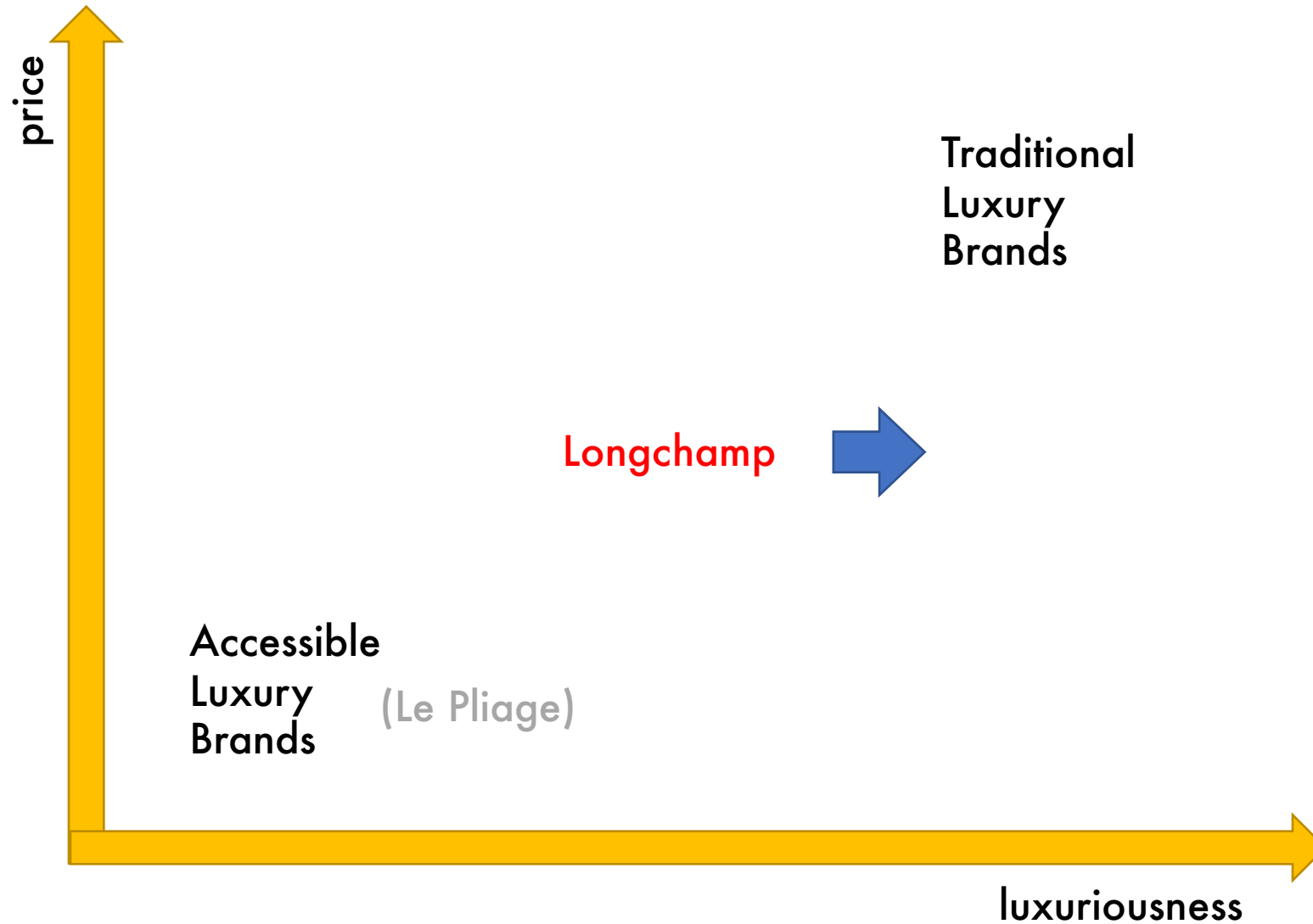
- Possible categories: sport + homeware,
- Lifestyle & world changing → they should change as well

- (Le pliage is already cheaper, no other entry point products needed)



Distribution strategy

Accessible Luxury — Traditional Luxury





Something to add / comment?

