

LONGCHAMP

FEBRUARY 2016

N°33

COLLECTION · VIDEO ON THE AUTUMN 2015 SHOES AND READY-TO-WEAR COLLECTION · P4
FINANCE · WITH THE PROJECT ENDING, FINANCE IS PREPARING FOR A SWITCH TO SAP · P9
PEOPLE · IT'S THOSE LITTLE DETAILS THAT MAKE PENELOPE AN ABSOLUTE MUST-HAVE · P14



LONGCHAMP
PARIS

N°33

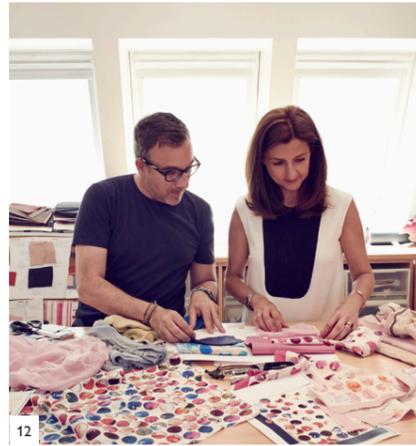
LONGCHAMP MAGAZINE
FEBRUARY 2016



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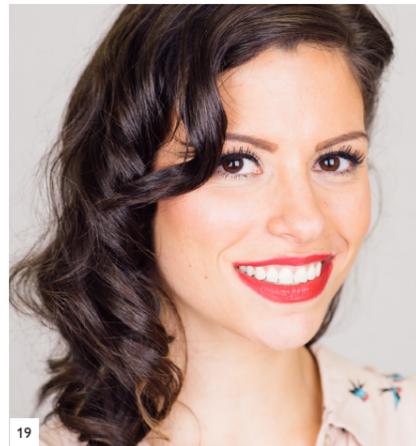
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EDITO



New tools to accompany our growth

The transformation of our production and logistics department in Segré is underway. Having implemented our new finished goods distribution hub, we are now looking to reorganize storage for all our raw materials and components. The quality assurance department and our workshop for repairs will both receive new, more functional premises.

In Paris, new offices and showrooms in a building next to our head office are being refurbished to accommodate our growing workforce and to welcome customers better. Renovation and extension works at our main store located at 404 rue Saint-Honoré will begin in January and will nearly triple our retail space.

In Paris and Segré, significant resources have been mobilized for the Arion project. The project, which we have previously presented in this newsletter, aims at structuring our production, distribution and financial monitoring with SAP software. This will help increase the efficiency of all our processes, particularly delivery times. Training of the first SAP users will begin shortly with our new online learning tool, Learning Longchamp. Starting in January, SAP will become an integral part of the head office's financial department. It will then be introduced to the sales department, workshops, and gradually to all our international subsidiaries. I would like to extend a special

thank you to the Arion team for taking on a great deal of responsibility.

These new tools have been designed to accompany us through the coming years. They form a solid foundation on which we can continue to build our brand.

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Penelope, a Gorgeous Bag

It's those little details that make Penelope an absolute must-have

Floral prints aren't exactly anything new, but designer Victoria Beckham is making us reconsider the ladylike motif as a mood-brightening antidote to the darker side of winter fashion. Eschewing her usual monochromatic style, the 41-year-old designer was spotted wearing a midi-length dress that was sprigged with a charming micro-bud pattern. It's quite different from the flower prints she's worn in the past; take the Pop Art version she donned this summer or the athletic-inspired iteration of the look she tried earlier this winter.

Of course, accessories are key when it comes to making the look blossom in the right way. In this case, color-coordinated stilettos from Francesco Russo and a zip pouch of her own design do the trick, while oversized shades and a gold Rolex amp up the posh pick-me-up factor further still.

Mark your calendars: New York Fashion Week is just 12 days away! As always, VFiles will kick things off with a bang—literally, as there tends to be a DJ blaring dubstep and club kids dancing in the front row. This season's premise is the same as always: Up-and-coming designers submitted their work on VFiles.com, and a panel of industry mentors selected the top four to show their designs at NYFW. The winners are

consistently at the center of the zeitgeist, from gender fluidity to athleisure, and the exposure they get on the VFiles runway is unprecedented. Past winners have included Hyein Seo, Melitta Baumeister, and Ximon Lee. See a first look at the Fall '16 class exclusively here.

This season's panel of judges included Off-White designer Virgil Abloh; Calvin Klein menswear maestro Italo Zuccherelli; consultant Candy Pratts Price; and the newest mentor, Harold Koda, former curator in charge of The Costume Institute at the Metropolitan Museum of Art. "I'm sort of an unlikely candidate for getting involved with this," Koda told Vogue.com. As a curator and fashion historian, his focus is usually on the past, while VFiles looks unwaveringly to the future. "[VFiles founder] Julie Anne Quay thought it would be a helpful perspective," he continued. "Realistically, anything a new designer does has to be anchored in the present with an eye for what's ahead, but giving a context for designers is also very helpful. So that's what I'm providing."

Koda also considered how these designers will succeed from a business standpoint: "I think it's always important to look back, not just for creative inspiration, but also for different models of how you can structure your fashion business," he said. "Designers in London



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PRESS

Gold Medal In Style

Once again this season, the sporty-chic look is at the starting blocks.

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Koda also considered how these designers will succeed from a business standpoint: "I think it's always important to look back, not just for creative inspiration, but also for different models of how you can structure your fashion business," he said. "Designers in London back in the '80s started out

"The customer is the final filter. What survives the whole process is what people wear. I'm not interested in making clothes that end up in some dusty museum."

—MARC JACOBS

with very small businesses. They weren't thinking they'd be the next Ralph or Armani—they focused on establishing a really strong creative identity at the beginning. Having something that's manageable allows you positioning." (In other words: Think small!)

In terms of design, the Fall '16 winners fall into two camps: high-concept arty minimalism and souped-up streetwear. If you keep up with street style, you've likely already seen Anton Belinskiy's candy-color dresses on the likes of Daria Shapovalova, but for Fall, he's exploring a tougher, more sports-influenced sensibility. Unisex denim is Sophie Hardeman's thing, including a pair of baggy trompe l'oeil jeans that mimic another pair layered underneath. As for Kim Shui, you can expect avant-garde shapes and a mash-up of textures, and for Ottolinger's Cosima Gadiant and Christa Bösch, it's all about twisted, laced-together pants and loopy hand-

WE ALL ARE CRAFTSMEN

Fashion is the armor to survive the reality of everyday life

STORY BY JOHN DOE
PHOTOS BY MARIO TESTINO

Pénélope is one of those casual chic bags boasting a bold fusion of Longchamp style and expertise. It is sporty chic by nature with a hint of luxury, which sets it apart from the rest. Made from soft, cushiony leather, the incredibly supple bag is worked in an amazing milled grain for an ultra-modern look. The edges are clean cut to enhance its unique shape. Perfect as a handbag or shopping bag, Pénélope is generously sized and of impeccable quality!

The bag is a perfectly harmonious blend of chic elements combined with a stunning contemporary cut. It features geometric chapes and handles stitched with calfskin strips for a graphic look. A signature stamp is displayed on the fashionable lucky charm in fringed leather. We also love the pompoms, which add an element of playfulness to its shape.

Last but not least, you can choose from four stylish colors: luxurious Black, precious Ebony, divine Midnight Blue and Opera Red. And to complete the look, why not slip on the moccasins which complement this new collection? Pénélope is as stunning as it is comfortable, and adorned with an ultra-chic set of pompoms!

Fashions come and go, but we bet that Pénélope will remain a true timeless classic and a beautiful must-have item! Pénélope is one of those casual chic bags boasting a bold fusion of Longchamp style and expertise. It is sporty chic by nature with a hint of luxury, which sets it apart from the rest. Made from soft, cushiony leather, the incredibly supple bag is worked in an amazing milled grain for an ultra-modern look. The edges are clean cut to enhance

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BEFORE YOU LEAVE THE HOUSE, LOOK IN THE MIRROR AND REMOVE ONE ACCESSORY

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“Too many women think that shoes are unimportant, but the real proof of an elegant woman is what is on her feet.”

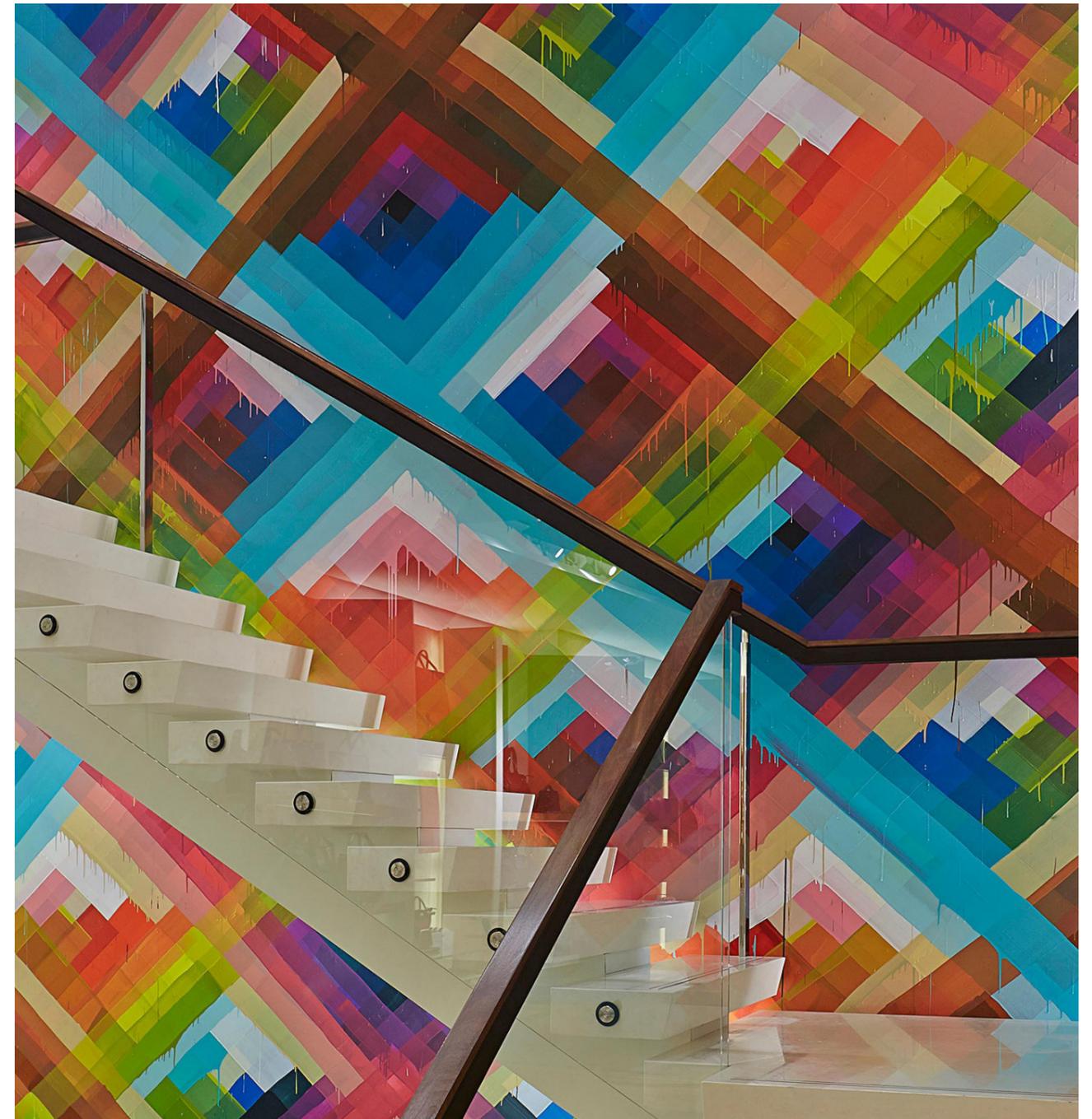
—CHRISTIAN DIOR

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OUVERTURES

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VIENNA, AUSTRIA 22 / INDEX OF STORE OPENINGS 23



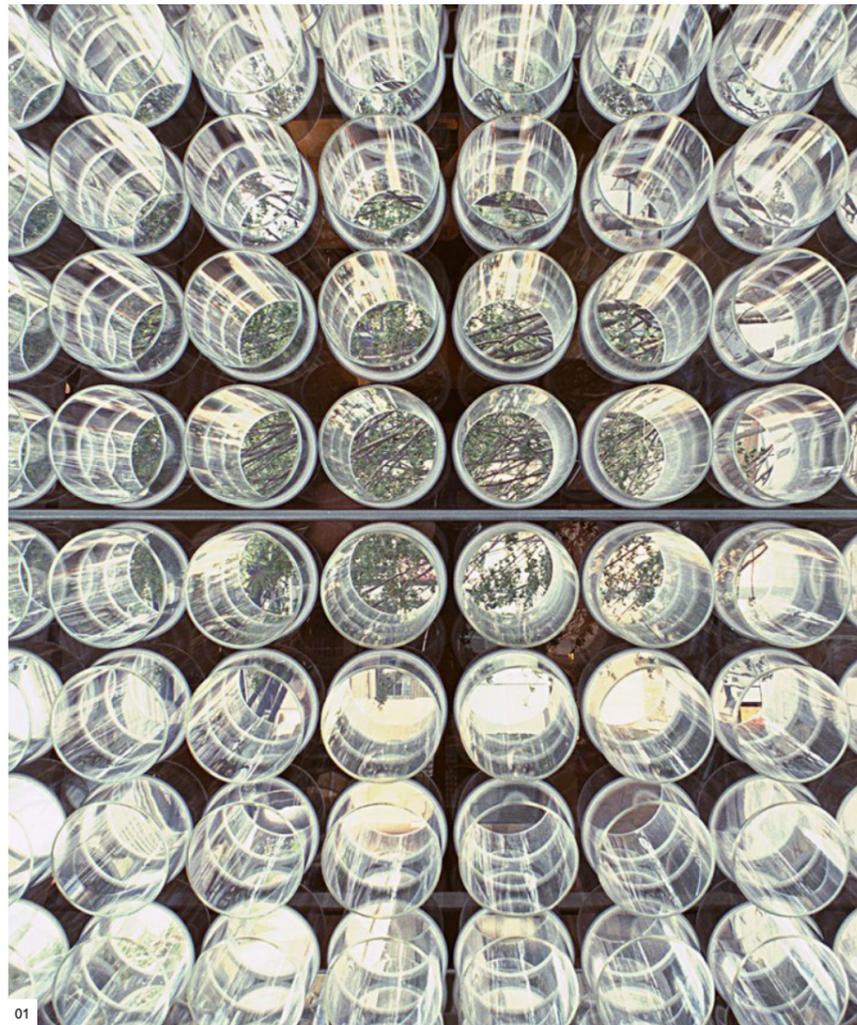
London Calling

Freedom, imagination and elegance make up the Longchamp philosophy. Sixty years of know-how in quality have secured Longchamp's position as a leading luxury brand. De veria dolum rerit occulpa sa eum ab inimpostrum fugiitnitas eostin porposa. Accuptas est harunt porrest, id exeruptium laborpo rporionem aut uptatur?

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LONDON

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Mind the Gap

Longchamp opened a new Flagship store in the prestigious address of Champs Elysées in Paris (France). This new store represents all the Brand savor-faire at its best. It has a surface area of 500 m2 spread over two floors. The store presents all of house's collections, including ready to wear and shoes as well as men's collections, luggage and all of Longchamp's iconic bags. This new space continues many of the themes and materials seen in Longchamp store openings across the world since 2010.

When it comes to trendy looking fancy handbags at affordable prices the



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first name that would come to anyone's mind would be Longchamp collection. Longchamp Paris offers a wide range of handbags in different sizes, shapes, colors and prices. These bags are highly durable and are made with varied materials that would suit different settings. Buying these Longchamp handbags has now become easy with their availability at longchamp-us.com.

[Longchamp-us.com](http://longchamp-us.com) is an online store that offers the entire line of Longchamp handbags. Right from the extra large size to the smallest size it is easy to buy these bags from this store. Longchamp medium bags are of a great variety and

OUVERTURES
VIENNA

02.15.16



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On the Beautiful Blue Danube

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NEW YORK

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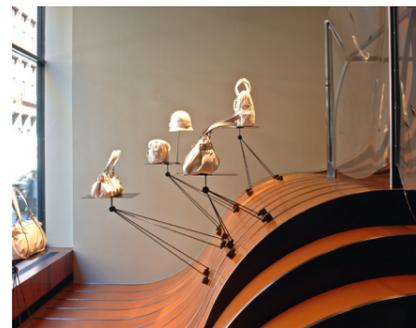
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Be a Part of It

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OUVERTURES
BARCELONA

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City, Beach and Sun

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Belgium

- Charleroi; Store Renovation, 165 m2
- Inno, Anvers; Department Store Corner Renovation, 50 m2
- Edisac, Nieupoort; Multi-Brand Corner Renovation, 25 m2
- Massen; Multi-Brand Corner Renovation, 20 m2

France

- Nancy Store Renovation, 184 m2
- Lyon Store Renovation, 184 m2
- Rochefort, Jp Vallade New Multi-Brand Corner, 11 m2
- Colmar, Clcc New Multi-Brand Corner, 15 m2
- Thionville, Gsell New Multi-Brand Corner, 13,55 m2
- Printemps, Parly Homme New Department Store Corner, 20 m2
- Galeries Lafayette, Marseille Bourse New Department Store Corner, 50 m2
- Roissy Charles De Gaulles 2E 1, T1 New Duty Free Corner, 52 m2

Germany

- Köln Boutique New Store, 288 m2
- Köln Millenia New Multi-Brand Corner, 22 m2
- Mannheim Weber Nouveau Corner Multimarkes, 55 m2
- Köln Weiden Offermann New Multi-Brand Corner, 15 m2
- Kempten Reischmann; New Department Store Corner, 30 m2
- Dodenhof Posthausen; New Retail Corner, 77 m2

The Netherlands

- Amsterdam Schiphol Airport T3 Duty Free Corner Relocation, 14 m2
- Amsterdam De Bijenkorf Travel Department Store Corner Relocate Netherlands

Poland

- Katowice Silesia; New Franchise, 90 m2

Spain

- Madrid, Eci Princesa 2015 Department Store Corner Renovation, 44 m2

Sweden

- Stockholm Arlanda Airport; New Duty Free Corner, 25 m2

Switzerland

- Zurich Airport Travelstar New Multi-Brand Corner, 40 m2
- Zürich Leder Locher New Multi-Brand Corner, 18 m2

United Kingdom

- House Of Fraser, Leeds; New Retail Corner, 36 m2
- House Of Fraser, City; New Retail Corner, 20 m2
- House Of Fraser, Metro; New Retail Corner, 15 m2
- Fenwick, Bent Cross; New Retail Corner, 20 m2

Chile

- Parque Arauco Shopping Center; New Store, 76 m2
- Alto La Condes; New Department Store Corner, 44 m2

Turkey

- Istinye Park Istanbul; New Store, 60 m2
- Queretaro Palacio De Hierro;

New Shop-In-Shop, 43 m2

- Nisantasi; New Multi-Brand Corner, 11 m2

China

- Beijing Skp First Floor; New Store, 80 m2

South Korea

- Galerie Suwon; New Store, 80 m2

Taiwan

- Kaoshiung Hanshin; New Store, 95 m2

Q&A

THE PEOPLE OF LONGCHAMP IN THEIR OWN WORDS



Learning from Mistakes

Employee name in subheadline. Freedom, imagination and elegance make up the Longchamp philosophy. Sixty years of know-how in quality have secured Longchamp's position as a leading luxury

After war, you went back to Florence?

Yes, we stayed in Florence until 1954. Then we moved to Rome because my father took a position teaching there and later became dean of his faculty. My mother had written her Ph.D. on one of Plutarch's Moralia and later worked on the translations of Pindar by Hölderlin. But although she was very talented in her field, she preferred to care for her three children.

Did it work?

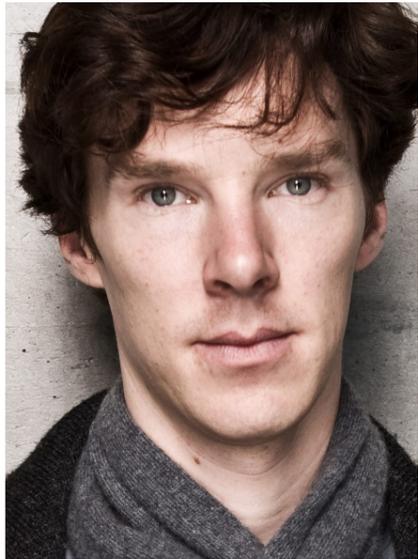
The Fascists warned that if anything else happened at the hands of the partisans, the three prisoners would be shot.

They remained in jail for a month, every night thinking they might be executed the next day. In the end they were freed thanks to the consul of Germany, an exceptional man named Gerhard Wolf. He knew one my father's fellow prisoners well—Bianchi Bandinelli, an eminent scholar of Greek and Roman art. And Wolf remembered that when Hitler visited Florence in 1938, he so was chosen to accompany him was Bianchi Bandinelli. Hitler was enthusiastic about this guide and remembered him. So Wolf told Berlin that Bandinelli was going to be killed, and that was decisive. The Fascists liberated all three men.

Did you want to become a writer when you were young?

I started writing my memoirs when I was twelve. The first line was about the sound of a tramway, which changed with the onset of summer. It read, "L'estate la sentivo arrivare dal viale." Viale means "avenue." We were living on this wide avenue. Now it's a highway of sorts, but back then there were marvelous linden trees, and through the middle ran the tramway. At night I heard it race toward us—number 19. The book covered my years between four and seven.

Ask question here or state topic and its importance: Dolore poruptatur, sus. Moluptat officim agnihicient apere nos aut res consequi asperro cor



Jaque Maritain
Sales representative, Nancy

Did it work?
The Fascists warned that if anything else happened at the hands of the partisans, the three prisoners would be shot. They remained in jail for a month, every night thinking they might be executed the next day. In the end they were freed thanks to the consul of Germany, an exceptional man named Gerhard Wolf. He knew one my father's fellow prisoners well—Bianchi Bandinelli, an eminent scholar of Greek and Roman art. And Wolf remembered that when Hitler visited Florence in 1938, he saw the Uffizi. The man who was chosen to accompany him was Bianchi Bandinelli. Hitler was enthusiastic about this guide and remembered him. So Wolf told Berlin that Bandinelli was going to be killed,



Bethany Conrecode
Sales representative, Nancy

Did you want to become a writer when you were young?
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You were born in Florence.
Yes, in 1941, in the middle of the war. Probably the most desperate year in the history of Europe, with the Nazis in Paris still thinking they were going to win.

What did your father do during the war?
My father was a professor of the history of law at the University of Florence, and he was known as an anti-Fascist. In 1944, the philosopher Giovanni Gentile was assassinated. Gentile was an important philosopher, but unfortunately he was very much involved with the Fascists. He was killed in front of a vil-



Dominique Deriaz
Sales representative, Nancy

Did it work?
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PEOPLE

ACTUALITÉ DES PEOPLES



01



02



03



04



05



06

01 Emma Stone et Ryan Gosling
Pochette Roseau box noire

02 Monica Bellucci
Pochette Artwalk Cuir
Opéra Automne 2015

03 So-Young Kang
Le Pliage® Cuir

04 Laura Pausini
Robe en soie Artwalk
cobalt Automne 2015

05 Anne Cassel
Sac Au Sultan

06 Laura Sanchez
Blouse en soie Opéra
Automne 2015

ANNOUNCEMENTS

LONGCHAMP COMMUNITY MILESTONES



Paris
Louane Lehay
08/13/2015



Château Gontier
Angèle Socheleau
08/13/2015



Rio di Janerio
Louane Lehay
08/13/2015



Shanghai
Yang Mo-Wei
08/13/2015



Tapei
Bernado Tendeiro
08/13/2015



New York
Charlotte Humai
06/14/2015

Births

FRANCE

Segre
Louane Lehay
born on 08/13/2015
Angèle Socheleau
born on 09/01/2015
Château Gontier
Alice Demange
born on 08/18/2015

Paris
Emy Sanglier
born on 02/23/2015
Anais Lemoine
born on 06/18/2015
Lilian Morin
born on 07/12/2015
Kenael Villareal
born on 07/28/2015

Tao Verot
born on 08/06/2015
CHINA
Shanghai
Mengchen Dai
born on 04/03/2015
TAIWAN
Tapei
Yang Mo-Wei
born on 07/03/2015

Yang Chiao-Yi
born on 06/26/2015
Chang Hsin-Chen
born on 11/25/2014
BRAZIL
Rio di Janerio
Bernado Tendeiro
born on 09/04/2015



Segré
Martine Greffier
31/05/2015



Segré
Christian Enault
30/06/2014

Retirement

FRANCE

Paris
Ginette Pouteau
départ en retraite le
31/05/2015
Marie Vadaine
départ en retraite le
30/06/2015

Noëlle Le Fournis
départ en retraite le
31/04/2014
Boutique Bo Deaux
Christian Enault
départ en retraite le
30/06/2014

Château Gontier
Chantal Reverdy
départ en retraite le
30/04/2014
Segré
Martine Greffier
départ en retraite le
31/05/2015

Chantal Bedouet
départ en retraite le
31/03/2015
Raymond Rousseau,
départ en retraite le
31/03/2015



Maryline Marcille Poratemp oraecum veriaer oribus.

Gent qui ad mosto optatem endit pro

Otatur? Nim ium dolorer ferorum quid eossita dunt. Itaerch ilibus et lit quatecae rerrum lautemod eatemque natem que cum harunt labore conet et est rest qui volum que nia nissus eati opta Alitiis esectur? Quiaspe llorem quaepudi dolupti corem acerferum rae modit officim poresti net lit min nem. Nequisti simi, totae simusan dicilluptae nus ad eicim volorpo riatus. Us same dunt lata poreped iscit, solestetur? Qui vento expelitem volum nonsequ ibusam,



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Chantal Bedouet

départ en retraite le 31/03/2015

Raymond Rousseau,

départ en retraite le 31/03/2015

Bernard Launay

départ en retraite le 31/07/2015