



LONGCHAMP
PARIS



Philippe Cassegrain President
Michèle Cassegrain Retail Director
Jean Cassegrain CEO
Sophie Delafontaine Artistic Director
Olivier Cassegrain Retail Director US

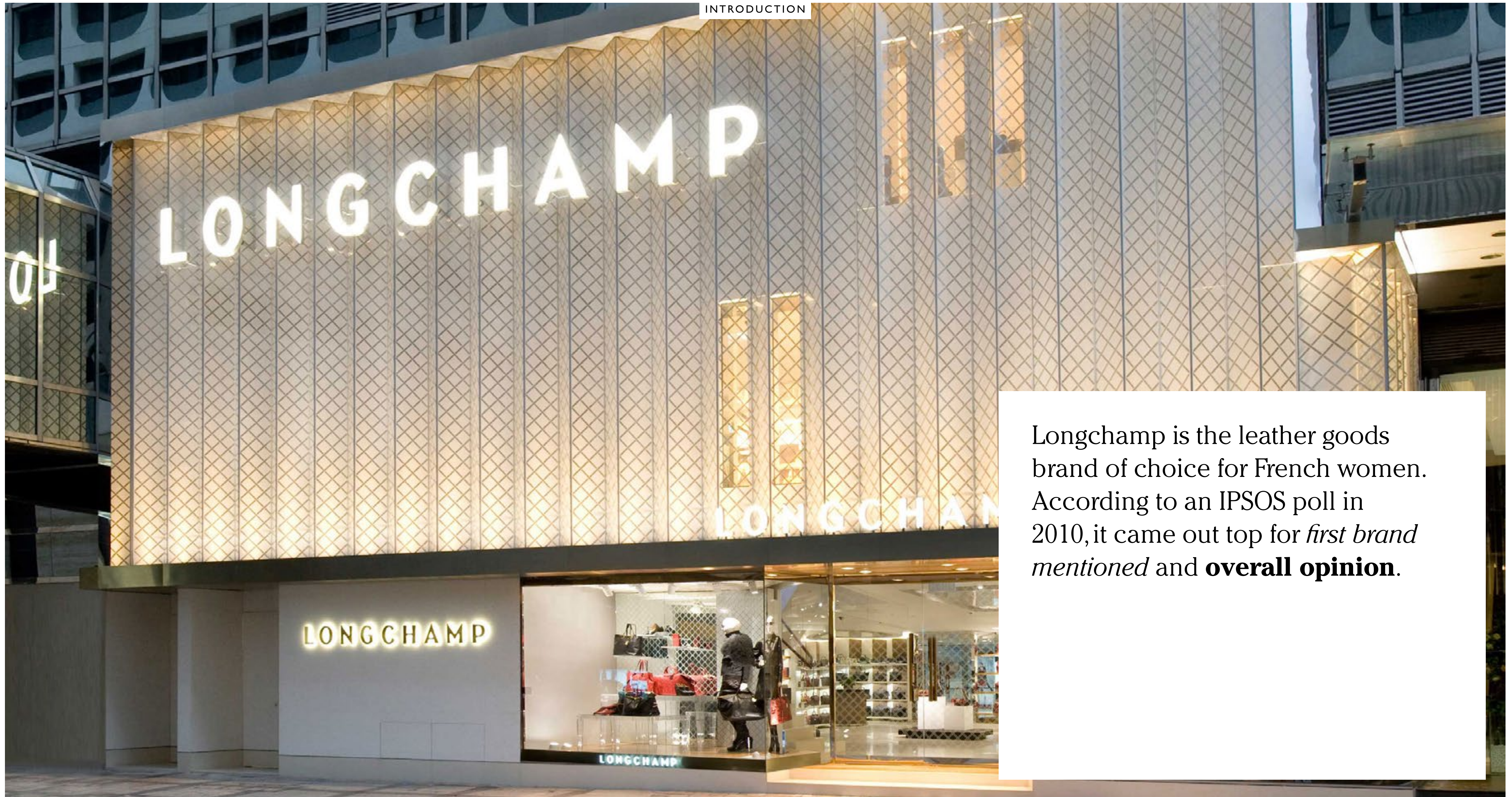
INTRODUCTION

THE FAMILY'S FRENCH ROOTS

Longchamp is currently run by the 2nd and 3rd generations of the family.

As a cousin was already using Cassegrain as a brand name, Jean Cassegrain had to think of another name for his company. He took inspiration from one of the last existing windmills in Paris, on the edge of the Longchamp horse racetrack, and wordplay (casse-grain is an early word for mill). The name Longchamp was **already well known**, and was also easy to pronounce in other languages.

Longchamp was founded by Jean Cassegrain and is still owned and run by the same family. Luggage, handbags and accessories bearing the Longchamp label have a world-wide reputation for *quality and craftsmanship* and today, the range has been extended to include shoe collections and ready-to-wear clothing.



Longchamp is the leather goods brand of choice for French women. According to an IPSOS poll in 2010, it came out top for *first brand mentioned* and **overall opinion**.



Jean Cassegrain creates Longchamp to sell and export leather coated pipes.

1948



First small leather goods line launched.

1955



Workshop built in Segré (Maine et Loire).

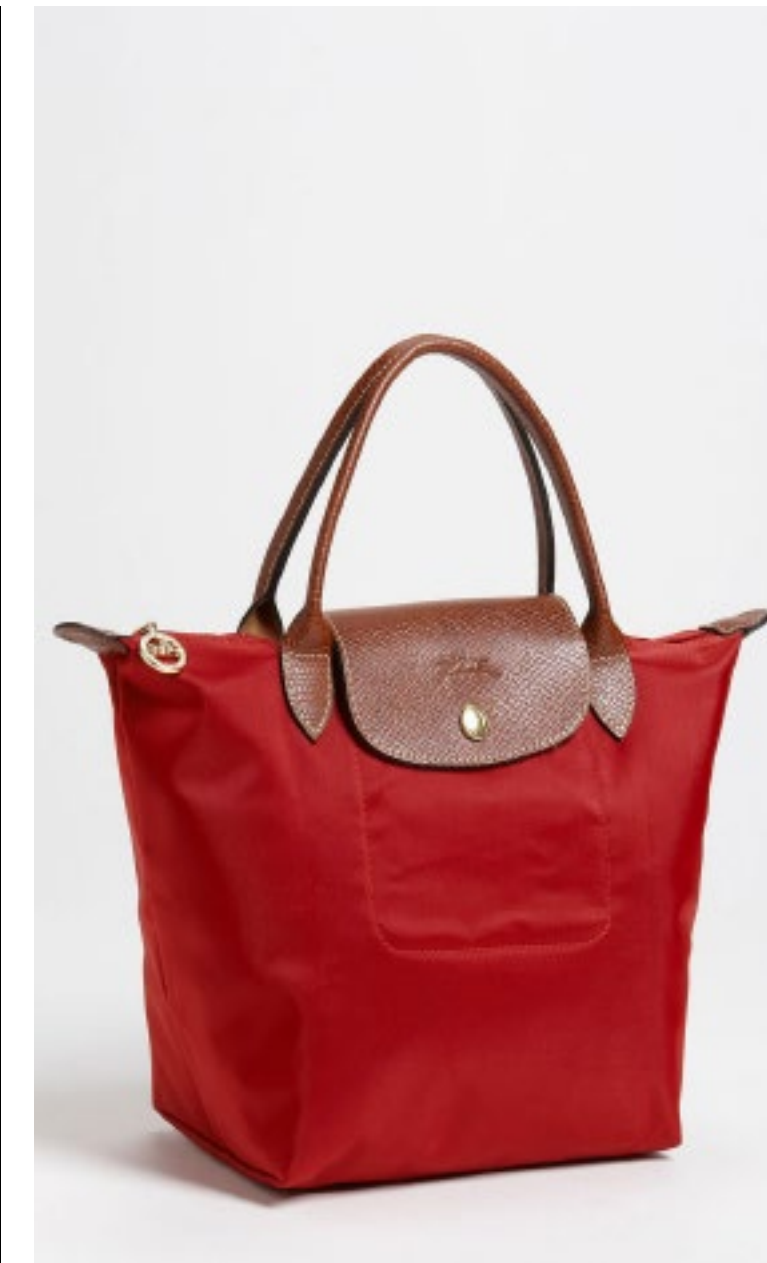
1959

HISTORY



First handbags launched with the LM line (Longchamp Maroquinerie).

1970



Launch of the Pliage® (foldable handbag) in leather trimmed nylon, and the Roseau line.

1993

Longchamp joins the Comité Colbert, the French association for luxury brands, promoting the art of living internationally.



2001



Longchamp presents its must-have bag the *Légende*, and receives extensive coverage in the international press.

Kate Moss models for advertising campaigns.

2005



2007



To celebrate its sixtieth birthday, Longchamp reissues its historic LM bag collection

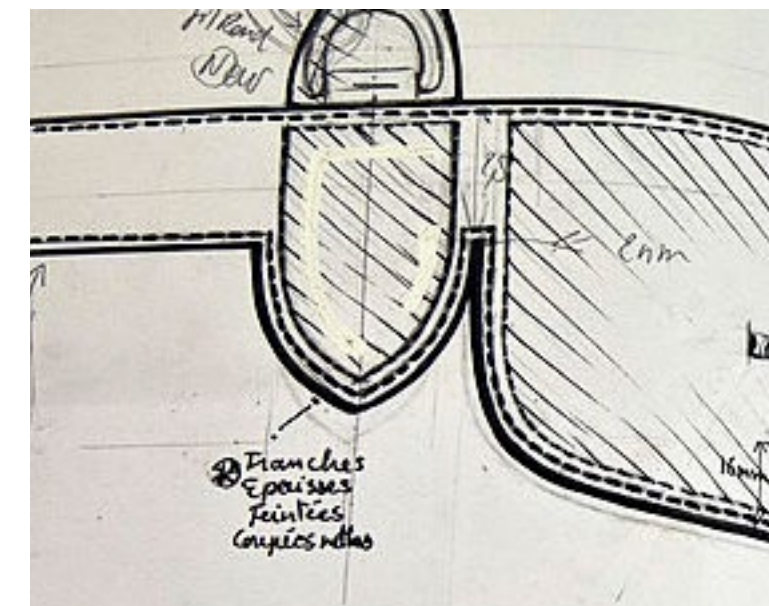
2008

HISTORY



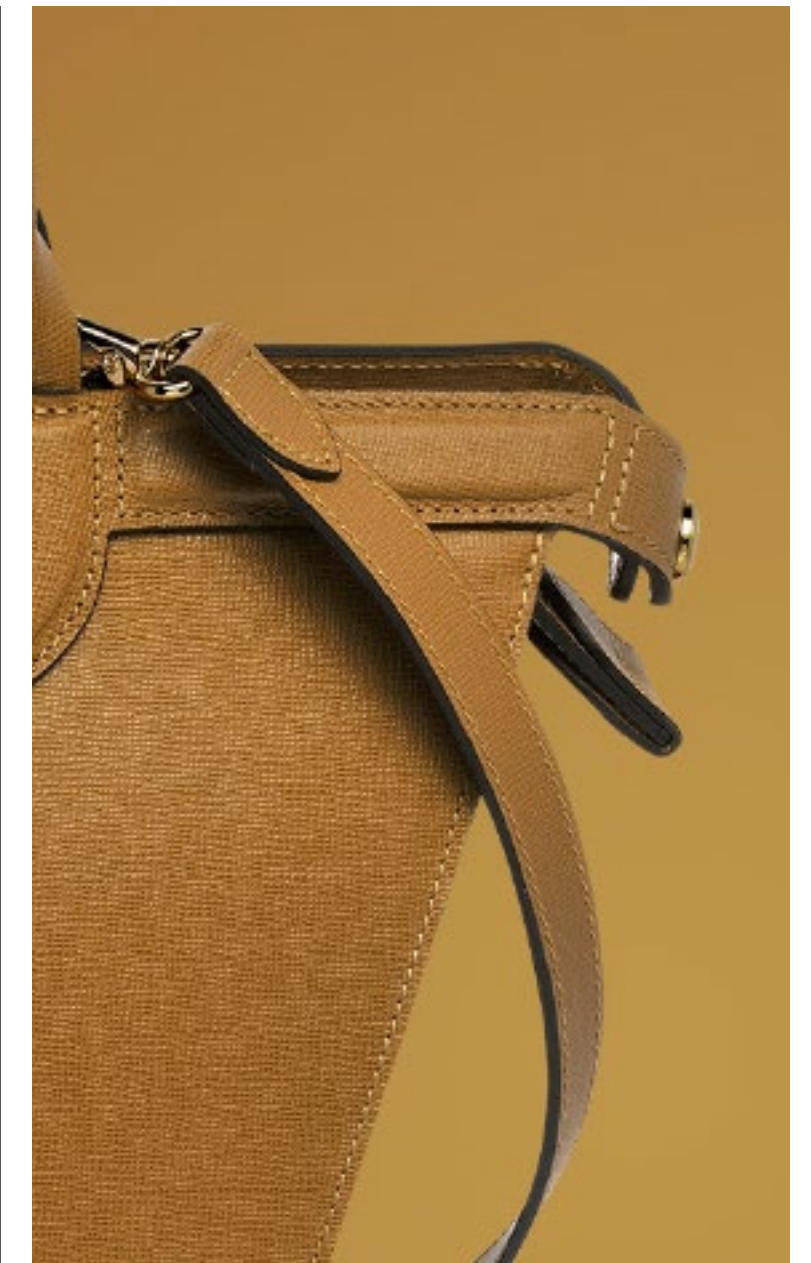
Launch of the Kate Moss for Longchamp line, designed by the fashion icon herself.

2010



The leather version of the renowned Le Pliage® bag is an instant success.

2012



A rigid leather version of Le Pliage® Héritage, for refined luxury. Longchamp-Elysées store opened in Paris.

2014



DESIGN, CREATIVITY & QUALITY



DESIGN, CREATIVITY & QUALITY

CRAFTSMANSHIP

**LONGCHAMP WORKS
WITH THE VERY
BEST TANNERS
TO ACHIEVE THE
QUALITY AND
EXCELLENCE IT HAS
ALWAYS VALUED.**



DESIGN, CREATIVITY & QUALITY

SOPHIE DELAFONTAINE

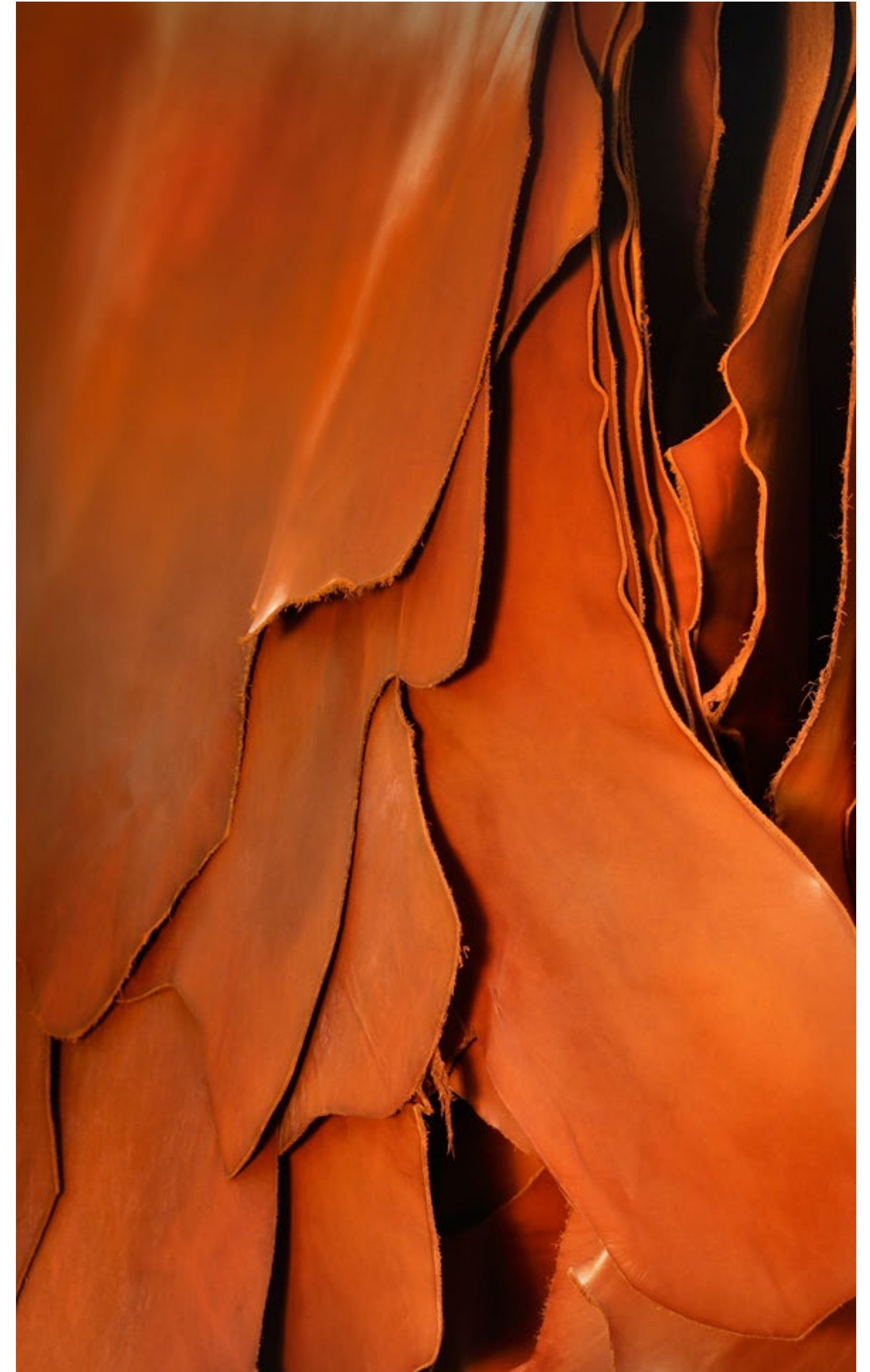
Sophie Delafontaine, grand-daughter of the company's founder and a member of the ANDAM* panel, is in charge of the design department, where all Longchamp's collections are developed.

Every season, the design department creates with a *fresh interpretation* of the fashion house's emblematic lines and details. All its collections express **Longchamp's creative spirit** and quintessentially French elegance, deftly combined with touches of femininity, fantasy and fashion.

* Association Nationale pour le Développement des Arts de la Mode.

Since the first workshop opened in Segré, in 1959, production capacity has grown steadily, with new facilities established near Angers in the Loire Valley.

2 dedicated production sites (Mauritius and Tunisia) as well as partnerships with other workshops outside France complete the constantly developing industrial setting.





COLLECTIONS



COLLECTIONS

LE PLIAGE CUIR

Its debut 2012, Le Pliage® Cuir has become the new must-have. Following the same style as the cult Le Pliage®, this updated version is made from a **unique, incredibly supple** hybrid leather that folds as neatly as the legendary nylon canvas version.



COLLECTIONS

A GLOBAL BRAND

FRENCH FLAIR, LEATHER,
HUMOR, QUALITY,
FEMININITY, MODERNITY
AND CREATIVITY ARE
THE KEY VALUES.

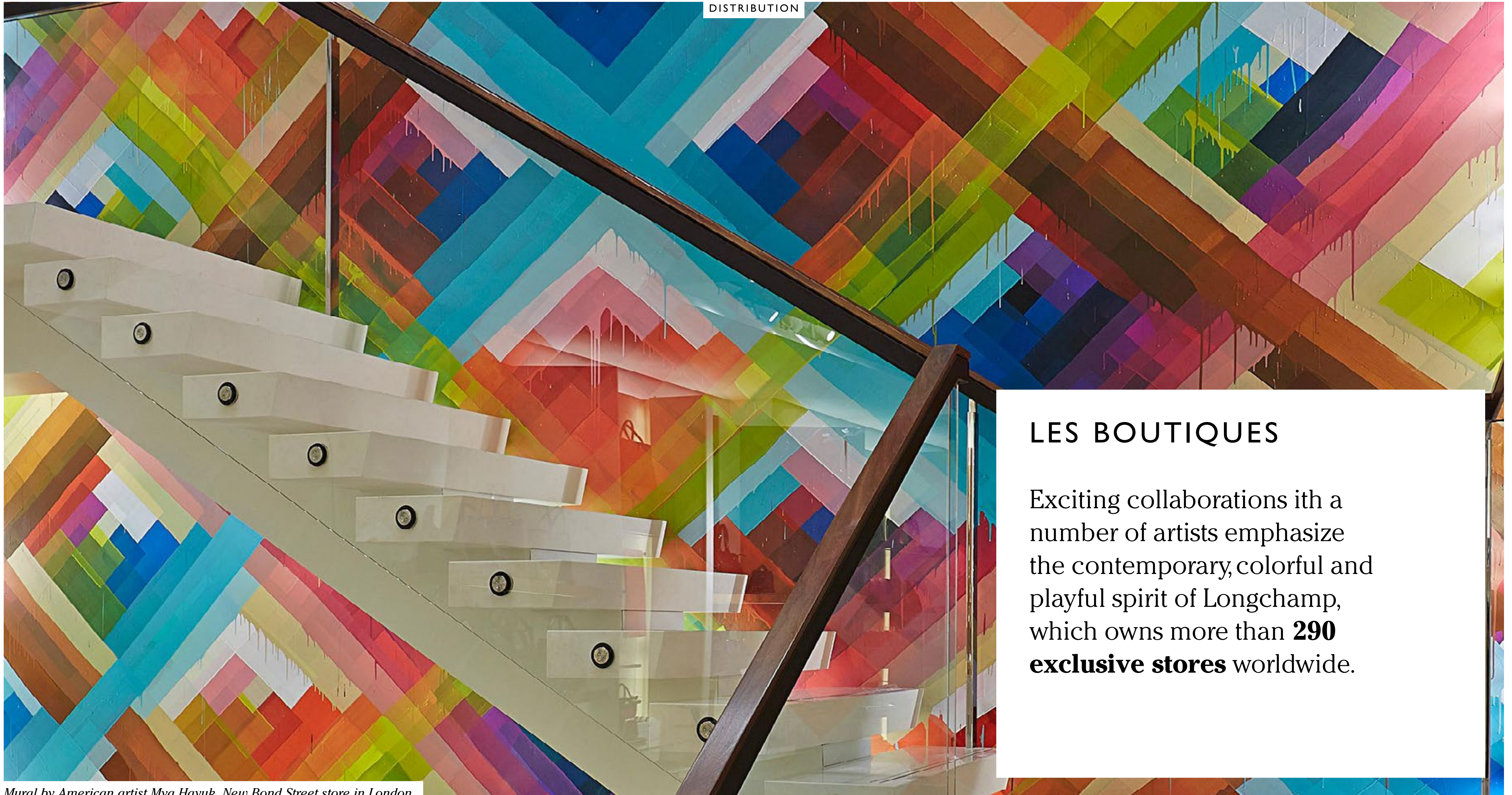


DISTRIBUTION



LA MAISON UNIQUE

La Maison Unique is one of Longchamp's **most impressive** stores and its largest to date. It was designed in 2006, by Thomas Heatherwick, then a rising star of contemporary architecture and now a leading designer. The store is located in New York's Soho district.



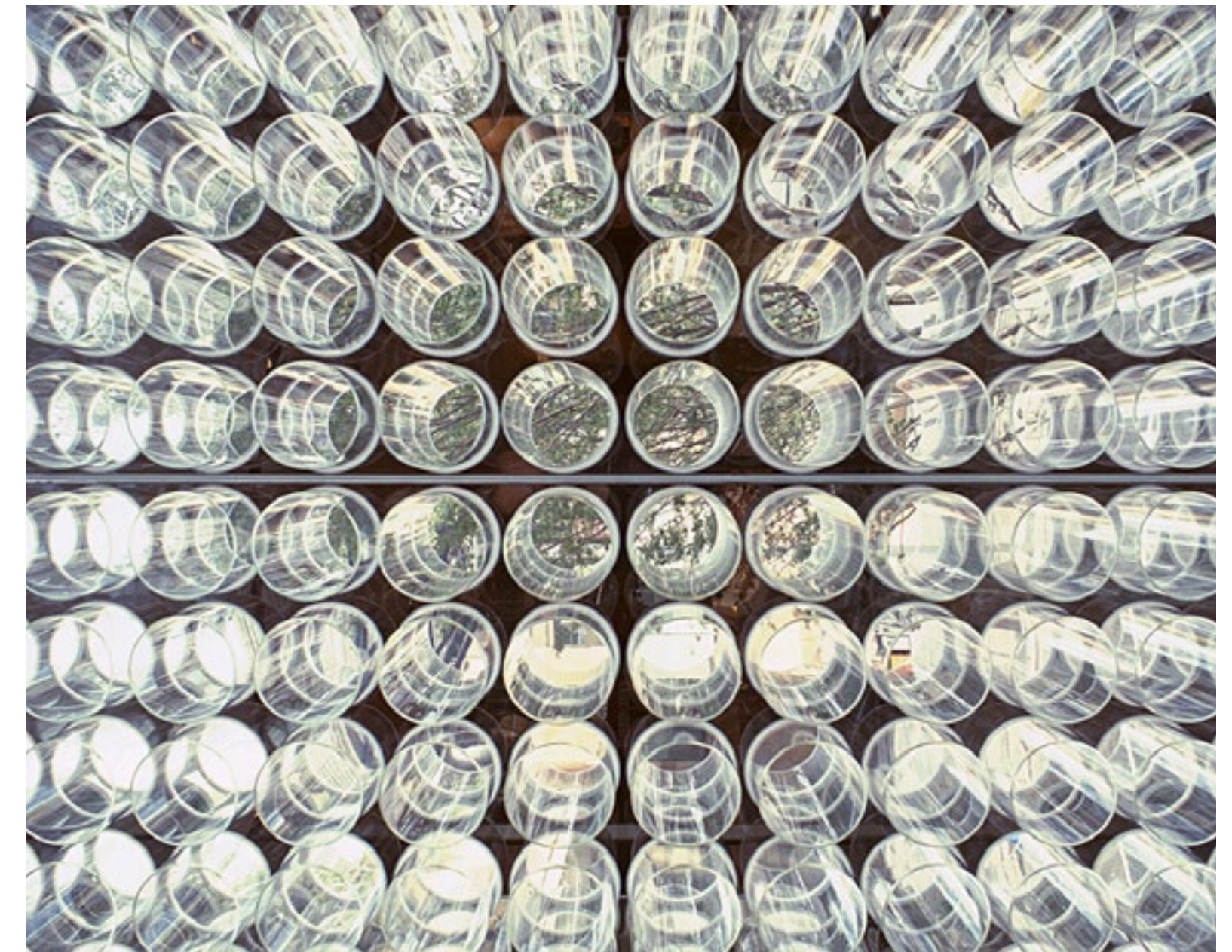
LES BOUTIQUES

Exciting collaborations with a number of artists emphasize the contemporary, colorful and playful spirit of Longchamp, which owns more than **290 exclusive stores** worldwide.

Mural by American artist Mya Hayuk, New Bond Street store in London

DISTRIBUTION
LONDON

In 2014, Longchamp completely renovated its store on New Bond Street, one of the most famous streets in London. The new store has been extended and redesigned over a **space of 270m²**. It features a breathtaking and colorful mural by the American artist Maya Hayuk.



LONGCHAMP

MERCI!



www.longchamp.com