

PRESTIGE

25 July 2020, Sunday

Longchamp Launches New Eco-Friendly Line: Green District



Available from August 2020, [Longchamp](#) launches its new eco-friendly line, Green District. Crafted from ECONYL® regenerated nylon, the collection from the French luxury leather goods company, blend elegance and durability with sustainability.

Longchamp has dedicatedly invested research into processes and raw materials that aid in reducing the environmental impact in the production of its products. The advent of ECONYL® a regenerated nylon yarn proves to be a game-changer, in line with the

growing awareness and urgency of the importance of decreasing waste in landfills and oceans.

The revolutionary material is the success of the Italian company Aquafil. Nylon waste recovered from the oceans undergoes treatment and conversion into nylon yarn. Through Longchamp's legendary savoir-faire, the Green District range combines this unique fibre with carefully selected pieces of leather.

The new range arrives in ten models of unisex bags, with each boasting sleek, urban lines. Colours include a reinterpreted tartan print with an eye-catching contemporary appeal. Thoughtfully constructed, the range marks another promising turning point for the luxury industry.

Jean Cassegrain, company CEO remarks, "Longchamp is committed to creating long-lasting products. Our primary commitment towards the environment is to ensure that our customers can preserve their Longchamp items for a long time, take care of them, and transmit them. In our view, sustainability and quality are the two sides of the same coin."

The collection is available at [Longchamp](#) The Gardens, Pavilion KL and Suria KLCC.

(Source: <https://www.prestigeonline.com/id/style/fashion/longchamp-launches-new-eco-friendly-line-green-district/>)