



LIFESTYLE ASIA

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Pikachu fronts the Longchamp X Pokémon collection on the iconic Le Pliage Bags



Discover the new Longchamp x Pokémon collection, available in stores worldwide from 13 October 2020.

French brand Longchamp collaborates with Pokémon, the global cultural phenomenon from Japan to create a special capsule collection featuring the legendary bag, Le Pliage.

It is not until 2016, with the launch of the Pokémon GO app, that the game has re-gained such massive attention from old and new fans across the globe. And there's no better 'pocket monster' to represent The Pokémon Company than Pikachu itself.

As one of the most iconic characters in the world of augmented reality video game, Pikachu will be electrifying the collection with its cuteness and charm.

This amalgamation of French elegance and Japanese 'kawaii' leaves nothing to chance. Longchamp is an acknowledged master in the art of dynamic collaborations that revisit Le Pliage with ultimate liveliness, true to the French way of life.

“Our Le Pliage bag has become a platform where all the different aspects of Longchamp can be expressed and can also take us to unknown places. We hadn’t explored entertainment and gaming before. It’s a very aspiring world, particularly with Pokémon and its iconic mascot, Pikachu. Our two worlds, real and virtual, blend perfectly in this collaboration,” shares Sophie Delafontaine, Artistic Director at Maison Longchamp.



Longchamp X Pokemon collection features four different iterations.

Pikachu brings a touch of fun to these bags, which are available in four exclusive versions including the black and white LGP canvas, embossed leather, a numbered limited edition, as well as in black canvas featuring a specially designed Pikachu wearing a jockey’s helmet as homage to the Longchamp emblem. From backpacks and shoulder bags to its signature travel bag, there’s something for you to add some fun to your daily style repertoire.

To help celebrate the collaboration between Longchamp and The Pokémon Company, the new Longchamp x Pokémon avatar backpack accessory item will be made available on Pokemon GO from now until 17 November 2020.

The Longchamp X Pokémon collection is available in Longchamp boutiques at The Gardens, Pavilion KL and Suria KLCC starting 13 October 2020. Or you can have yours delivered to your doorstep with its home delivery services.

www.longchamp.com

(Source: <https://www.lifestyleasia.com/kl/sponsored/pikachu-fronts-the-longchamp-x-pokemon-collection-on-the-iconic-le-pliage-bags/>)