

# Longchamp

French luxury House Longchamp was founded in Paris in 1948 by Jean Cassegrain, is still owned and run by the Cassegrain family today. Longchamp's luggage, handbags and accessories have a worldwide reputation for craftsmanship, quality, which now extends to shoes and ready-to-wear collections.

Longchamp is an international brand that has maintained momentum and energy across the decades. It epitomizes French flair, fresh and inspiring creativity, as well as sharing the active lives of women across the world who enjoy a touch of luxury every day.

Refreshing advertising campaigns and exciting collaborations with artists underline the contemporary and sometimes playful spirit of Longchamp, which owns more than 265 exclusive boutiques worldwide.

In 1993, the Company launched the first bag of its LE PLIAGE®NYLON collection, a tote bag made of light, strong, brightly colored nylon canvas trimmed with "Russian' leather" and which folds down to the size of a paperback book. Since its creation, the iconic Le PLIAGE® bag, in all its adaptations, has become Longchamp's best-selling bag across the world, having reached 32 million pieces sold.

www.longchamp.com is the only official website. E-stores are available on www.longchamp.com for the following markets: US, France, United Kingdom, Germany, Luxembourg, Belgium, Netherland and Japan.

Authorized Longchamp retailers are also listed on www.longchamp.com at [www.longchamp.com/en/store-locator-267.html](http://www.longchamp.com/en/store-locator-267.html).

Longchamp products are distributed in Longchamp boutiques, in Department Stores, in high-end multi-brand leathersgoods stores and in Duty Free shops.

Longchamp official pages on social networks are:

Facebook (<https://www.facebook.com/longchamp>), Twitter (<http://www.twitter.com/longchamp>), Instagram (<http://instagram.com/longchamp>), Pinterest (<http://www.pinterest.com/longchampparis/>).

## **TIPS TO AVOID COUNTERFEITS ONLINE**

How to spot suspicious sellers online?

### **THE OFFER:**

If the seller is not a professional, beware of "perfect" photos of the product as they, typically are copied from the official website of the brand. Ask for real photos of the product from different views. If possible, ask the seller to see the product before buying. Check on the photos that the finishing of the product complies with the level of quality of the brand (do not hesitate to go to official stores to compare with genuine products)

Beware of "too good deal", too attractive prices and discounts. If the price looks too good to be true, it probably is.

Here is a list of keywords that may indicate that the item purportedly authentic offered for sale is actually a counterfeit: LONGCHAMP TYPE/ STYLE, LONGCHAMP REPLICA, CANNOT GUARANTY AUTHENTICITY, NO GUARANTEES, DESIGNER INSPIRED.

### **THE SELLER:**

Study the information available on the seller: sales history, evaluations (negative evaluations, mention of the word "counterfeit", disputes). Collect maximum information about the seller, including its location.

Ask the seller about the origin of the product. We recommend asking the sellers of Longchamp products to prove their authenticity by providing labels, receipt and the original packaging. However, be aware that, even if the seller guarantees the authenticity or shows a supposedly authentic label or tag, he may nevertheless be selling a counterfeit product.

If the seller is not a professional, beware of a very wide range of different models of different brands in big quantities. Beware also of seller not having stocks but offering to manufacture on demand.

### **IN GENERAL:**

Be careful with the use of your personal information.

Print and keep a maximum of proof of transactions (screen shots, emails) as well as information collected on the seller.

### **LONGCHAMP ANTI-COUNTERFEIT POLICY**

Longchamp has a zero-tolerance policy against counterfeiters and counterfeit goods.

Manufacturing and selling counterfeit items is a crime punished by law. In certain countries like in France, even buying or carrying a counterfeit is prohibited by law and can be punished by a fine.

It is important for Longchamp to keep working diligently to protect its reputation as a source of high quality products and to also protect its loyal customers from unknowingly buying counterfeit and/or unauthorized items.

Longchamp devotes significant time and resources to prevent the manufacture and sale of counterfeit and knock-off items using all available legal means.

The company conducts online investigations, monitors numerous sales platforms, internet search engines, social networks and participates in international anti-counterfeiting actions. Longchamp constantly develops its enforcement strategy all over the world.

Longchamp is a member of eBay Vero program, regularly monitors eBay and will take prompt action to report and request removal of ads offering unauthorized Longchamp products, or using any trademark of the Company in a misleading manner or otherwise illegal.

Counterfeiting sustains criminal activities:

Terrorist networks use counterfeit trade to finance drug and weapons trafficking  
Counterfeiting hurts legitimate, taxpaying, businesses Counterfeiters pay no attention to safety, environmental security or child labor regulations Although counterfeit items may look

like the real product, they are not made with the same workmanship or high quality as the genuine articles.

**WHEN YOU BUY COUNTERFEIT PRODUCTS, YOU ARE SUPPORTING CRIMINAL ACTIVITIES!**