

LONGCHAMP

P A R I S

LONGCHAMP EYEWEAR PRESENTS THE SUNGLASSES OF THE SPRING/SUMMER 2026 ADVERTISING CAMPAIGN

Refined and elegant, the Longchamp woman finds in the Spring/Summer 2026 eyewear collection an expression of unmistakable French allure and fresh, contemporary edge – perfectly complementing her feminine charm. Crafted from G820, a sustainable resin with at least 60% biobased carbon content, lightweight acetate, and polished metals, the new-season Longchamp frames skillfully combine distinctive shapes, vibrant hues, and sophisticated details to highlight her grace and timeless style. The brand's most emblematic symbols reflect the effortless Parisian spirit and distinctive aesthetic at the heart of Longchamp, adding a distinctive touch to every look.



LO800S

The hero style of the Spring/Summer 2026 advertising campaign is a youthful teardrop design inspired by the iconic Roseau line. Blending modern energy with sustainable craftsmanship, the frame is made from lightweight G820, a plant-based resin with at least 60% biobased carbon content, offering a bright and comfortable feel. A bamboo-inspired metal detail accentuates the top bridge, enhancing the frame's contemporary silhouette while adding a signature Longchamp touch. The sunglasses' transparent color palette – including Brown, Green, Aqua, Burgundy, and Pink – pairs with solid lenses to create a fresh yet sophisticated look.

The sunglasses of the Spring/Summer 2026 advertising campaign are available at select retailers and Longchamp boutiques, as well as online at www.longchamp.com.