

# Portfolio INFLUENCER MARKETING



## Longchamp

Affiliation: Elevate Communications

Support the Longchamp Fall/Winter 2019 Le Pliage Cuir collection by capturing the attention of young professionals, fashion influencers, and collegiate sorority members at boutique event.

**9,816**

Pieces of Engagement  
from Coverage

**83**

Attending  
Guests

**73.5%**

Secured  
Attendance Rate

### Overview

#### Initiatives

- Fall/Winter 2019 Le Pliage Cuir

#### Programs

- Influencer relations
- Event PR + management

#### Strategy

- Key influencer identification
- Analytics + audience data
- Dress + bag loans

### Secured Coverage

