

Longchamp opens unique new shop at Madrid Airport



French luxury leather goods and clothing house, Longchamp, has opened a new 102sq m store at Madrid Airport's duty free mall, 'the first of its kind' from the brand.

The new and fifth Longchamp store in Spain is located in the newly renovated Terminal 4 at Barajas airport, carrying bag and accessories ranges to the largely Spanish and Latin American passengers who pass through the terminal.

The brand says the emphasis is on the essence of Longchamp's 'elegance and modernity', paying homage to the brand's tradition of craftsmanship and quality.



Longchamp opens unique new shop at Madrid Airport

Longchamp CEO, and grandson of the House's founder, Jean Cassegrain says of the opening: "The duty free market is becoming more and more sophisticated and we are delighted to open our own store in Barajas airport.

"Madrid is one of Europe's most elegant capitals and passengers travelling through the terminal will be able to discover Longchamp's French heritage, classic elegance, family roots and craftsmanship."