

# *Roger Vivier*

PARIS

SPRING-SUMMER 2017



## NOMADE URBAINE

Cette saison la femme Vivier voyage, avec ce sens de la sophistication qui n'appartient qu'à elle. Parisienne dans l'âme, multiculturelle, ultra connectée, elle mixe les influences et les sublime. Elle s'amuse avec les codes du jour et du soir, avec la même aisance de Paris à Ibiza.

Dans un décor aux couleurs de désert doré, la palette des cuirs est douce et profonde, « comme légèrement décolorée au soleil », explique Bruno Frisoni, directeur de la création : purple shadow, natural green, iris blue, youth dew. Ces tons dessinent une silhouette délicatement glamour, et s'expriment pleinement sur la nouvelle venue star de la saison, la **SANDALE PODIUM**.

Emblématique de cette attitude « Nomade Urbaine » : le nouveau sac **VIV' CABAS** qu'elle porte indifféremment, selon les heures et les humeurs, à l'épaule ou au bras.

La **GUIPURE** est l'ornementation centrale de la collection : multiple dans ses expressions, elle joue avec les codes du luxe et de la féminité, mais permet toutes les impertinences, toutes les audaces. Sensuelle **SKIN GUIPURE** : une guipure de cuir découpée au jet d'eau, qui joue les affolantes en cuisardes irraisonnables, bottines au talon Sin vertigineux ou sandales au talon Podium. **ROMANTIQUE GUIPURE**, quand elle devient broderie de fil métallique sur peau, ou de coton sur toile de jute.

Bruno Frisoni ravive cette saison l'attitude « street » et ultra-sophistiquée de la Sneaky Viv', devenue un must chez Vivier, et présente la **SLIDY VIV'**. Elle se décline dans tous les tons de cuir, mat ou métallisé, ou en PVC cristal embellie de guipure blanche, soulignée sur le côté de deux boucles signature en strass : une modernité joyeuse, chère à la maison.

La nouvelle toile imprimée de cette saison est la **GARDEN COLLAGE**. Elle joue les paradoxes, mixant inspiration pop art, fleurs naïves et jardin anglais : sur une pochette du soir, une sandale au talon Podium ou sur le sac **PHOTOCALL**, le motif explose en une irrévérence maîtrisée. Tout comme le motif en cuir noir et blanc optique référence aux swinging 60's.

## URBAN NOMADIC

This Spring Summer 2017 season the Vivier woman is ready to travel, and with her comes her unique sense of luxury and sophistication. Parisienne at her soul, she is multicultural and deeply connected to the world around her. She mixes with aplomb influences from near and far and is just as at ease in Ibiza as she is in Paris while deftly playing with traditional codes day and night dressing.

As a key visual expression of this urban nomadic attitude, Roger Vivier introduces the new **VIV' CABAS**, a bag that can be worn any time of the day or night. It is simply the way it is worn, on the shoulder or over the arm, which instantly changes its allure.

The gold tinged palette of a sweeping desert has inspired the warm hues of the soft yet intensely shaded leathers in this collection. "Like they have been ever so slightly faded by the sun," explains Bruno Frisoni, creative director of the house. Colors like purple shadow, natural green, iris blue and youth dew help to imbue this collection with a sense of glamorous delicacy. A sensation most strongly felt in the star sandal of the season – **THE PODIUM**.

**GUIPURE** has a central role in this new collection. Frisoni uses it in a way that plays with the codes of luxe and femininity and leaves room for all sorts of audacious and sassy styles. There is the sensual **SKIN GUIPURE**, laser cut with water, to create venturesome thigh-high boots, ankle boots with vertiginous Vivier "Sin" heels and the new **PODIUM** sandals.

Then there is **ROMANTIC GUIPURE** which has been created through the embroidery of metallic thread on leather or through cotton embroidery woven onto hessian. It makes for a whimsical counterpoint to the strass buckle of the iconic Sneaky Viv'.

Building on the success of the Sneaky Viv' this season Vivier is introducing a new member to its sophisticated yet street-luxe family – the **SLIDY VIV'**. Available in a myriad of different shades of leather, in both matte and metallic finishes and even in transparent PVC, it is topped off with white guipure lace. To complete the playful look two signature Vivier strass buckles adorn the sides of the slide. The Slidy Viv' is a joyfully upbeat, modern and much beloved addition to the house.

The **GARDEN COLLAGE** printed fabric used in this collection cheerfully plays with paradoxical images pulled from pop art, native flowers and classic British gardens. Its eclectic charm instantly gives the **PODIUM** sandal, the **PHOTOCALL BAG** or the evening envelope clutch an irreverent spirit. Not unlike the graphic black and white optical power of the sixties inspired print.



SLIDY VIV' GUIPURE



MULE RABAT GUIPURE



SLIDY VIV'



PODIUM GUIPURE RIBBON



SLIDY VIV'



VIV' CABAS GUIPURE



PHOTOCALL GUIPURE



BOOTIE PODIUM GUIPURE



SANDAL PODIUM GUIPURE



MULE RABAT GUIPURE



SANDAL PODIUM



VIV' CABAS



VIV' CABAS GARDEN COLLAGE



SANDAL PODIUM OPTIC



VIV' GARDEN COLLAGE



MULE RABAT



BALLERINA FLOWER STRASS



MULE SIN STRASS



ESPADRILLE FLOWER STRASS



PILGRIM GUIPURE



VIV' EAGLE



«ROSE'N ROLL» SIN SANDAL





PILGRIM DE JOUR



SANDAL TROMPETTE



VIV'



SNEAKY VIV' DENIM CRYSTAL



VIV' MICRO PILGRIM CRYSTAL



SANDAL CUBE DENIM CRYSTAL



«BOX» STRASS



SLIPPERS FLOWER STRASS



MULE SIN STRASS



SLING BACK SIN FLOWER STRASS



SANDAL MANHATTAN MAHARANI



BOOTIE CAGE TIGER



BOW BUCKLE MARLENE



VIV' TIGER



DIAMOND STRAIGHT SANDAL

## CONTACTS PRESSE / PRESS CONTACTS

### FRANCE

Paris - 29, rue du Faubourg Saint-Honoré, 75008 Paris  
Tel. +33 1 53 43 50 57 - Fax. +33 1 53 43 09 80

### ITALY

Milan - Via Sant' Andrea, 17, 20121 Milan  
Tel. + 39 02 76 21 21 21 - Fax + 39 02 76 21 21 29

### SPAIN

Madrid - Área Comunicación Global  
Sebastián Herrera, 10, 28012 Madrid  
Tel + 34 91 531 31 62 - Fax + 34 91 523 39 80

### EUROPE (except France, Italy & Spain)

Paris - 29, rue du Faubourg Saint-Honoré, 75008 Paris  
Tel. +33 1 53 43 00 00 - Fax. +33 1 84 17 08 06

### NORTH AND SOUTH AMERICA

New York - 450 West 15th Street - Suite 501, New York NY 10011  
Tel. +1 212.223.2466 - Fax + 1 212.644.7464

### CHINA

Shanghai - 45/F Wheelock Square, No. 1717 Nanjing West Road  
Jing An District, Shanghai, China 200040  
Tel. +86 21 6032 7888 - Fax. +86 21 6032 7889

### ASIA PACIFIC

Hong Kong - 35/F, Lee Garden One  
33 Hysan Avenue Causeway Bay, Hong Kong  
Tel. + 852 2810 9080 - Fax + 852 2810 9238

### THAILAND

Bangkok - 64 Soi Vibhavadi Rangsit 5, Vibhavadi Rangsit Road  
Chomphon, Chatuchak, Bangkok 10900  
Tel. + 662 617 9415 - Fax +662 617 9414

### JAPAN

Tokyo - 5-1-5 Jingumae, Shibuya-ku, Tokyo 150-0001  
Tel. + 81 3 6419 2370 - Fax +81 3 6419 2371

### TAIWAN

Taipei - 11/F-12/F, No.156 Jiankang Road  
Songshan District, Taipei City 105, Taiwan (R.O.C)  
Tel. +886 23766 3388 - Fax +886 22528 7966

### SOUTH KOREA

Seoul - 11/F PAX Tower, 609 Eonju-ro  
Gangnam-gu, Seoul, 06108, South Korea  
Tel. +82 2 3448 8198 - Fax. +82 2 3448 8128

### UNITED ARAB EMIRATES

Dubai - Al Tayer Group, PO Box, 2626, Dubai, UAE  
Tel. +971 4 201 1118- Fax: +971 4282 4901

### MALAYSIA

Kuala Lumpur - 63, Jalan Tasik Utama 3, Medan Niaga Tasik Damai  
The Trillium, Lake Fields, Sungai Besi, 57000 Kuala Lumpur  
Tel. +603-9051 2888 - Fax. +603 9059 3133

## ROGER VIVIER BOUTIQUES

### PARIS

29, rue du Faubourg Saint-Honoré  
75008 Paris, France  
Tel. +33 1 53 43 00 85

Galleries Lafayette  
40 boulevard Haussmann  
75009, Paris, France  
Tel. +33 1 48 78 50 06

Le Bon Marché  
24, rue de Sèvres  
75007 Paris, France  
Tel. +33 1 45 48 71 19

### GENEVA

21, rue du Rhône  
1204 Geneva, Switzerland  
Tel. +41 22 310 43 33

### LONDON

188 Sloane Street  
London SW1X 9QR, UK  
Tel. +44 207 245 8270

Harrods  
5<sup>th</sup> floor, Shoe Heaven  
87-135 Brompton Road  
Knightsbridge  
London SW1X 7XL, UK  
Tel. +44 207 730 1234 ext. 8068

Selfridges  
Shoe Galleries on 2  
400 Oxford Street  
London W1A 1AB, UK  
Tel. +44 0800 123 400

### MILAN

Via Sant' Andrea, 17  
20121 Milan, Italy  
Tel. +39 02 7602 5614

### NEW YORK

750 Madison Avenue  
New York, NY 10065, USA  
Tel. +1 212 861 5371

### MIAMI

Bal Harbour Shops  
9700 Collins Avenue, Store 140  
Bal Harbour, FL 33154, USA  
Tel. +1 305 868 4344

### COSTA MESA

South Coast Plaza  
3333 Bristol Street, Suite 1421  
Costa Mesa, CA 92626, USA  
Tel. +1 714 435 0015

### HONG KONG

The Landmark  
Shop 105, 1<sup>st</sup> Floor  
The Landmark, Central, Hong Kong  
Tel. +852 2810 8690

Harbour City  
Shop G304-6, Ground Floor, Gateway Arcade  
Harbour City, Kowloon, Hong Kong  
Tel. +852 2175 0383

Lee Garden Two  
Shop G07 & 107, Lee Garden Two  
Causeway Bay, Hong Kong  
Tel. +852 2673 3234

### Elements

Shop 1065, Elements  
1 Austin Road West, TST  
Kowloon, Hong Kong  
Tel. +852 2898 3960

### SHANGHAI

Shop 121, Plaza 66  
No. 1266 Nanjing West Road, Jingan District  
Shanghai, China  
Tel. +86 21 6288 6477

### BEIJING

Shop 114-115, in 01 Beijing Yintai Centre  
No.2 Jianguomenwai Avenue  
Chaoyang District  
Beijing, China  
Tel. +86 10 8517 2650

Shop D4033-2, Shin Kong Place  
No.87 Jianguo Road, Chaoyang District  
Beijing, China  
Tel. +86 10 8588 7180

### SHENYANG

Shop 110-111&210-211, Forum 66  
No.1 Qingnian Avenue, Shenhe District  
Shenyang, China  
Tel. +86 24 2296 2594

### HANGZHOU

Shop 129, Tower B  
Hangzhou Tower Shopping Centre  
No.1 Wulin Square, Xiacheng District  
Hangzhou, China  
Tel. +86 571 8702 5217

### XI'AN

Shop A106  
Shanxi Zhongda International Star Place  
No.30 South Street, Beilin District  
Xian, China  
Tel. +86 29 8720 3427

### TIANJIN

Shop L8, Level 1  
Tianjin Friendship Store  
No. 21 Youyi Road, Hexi District  
Tianjin, China  
Tel. +86 22 6086 0150

### CHENGDU

Shop L112-113 & L213  
International Finance Center  
No.1 Hongxing Road, JinJiang District  
Chengdu, China  
Tel. +86 28 6873 8395

### QINGDAO

Shop 128, Qingdao Hisense Plaza  
No. 117 Macau Road, Shinan District  
Qingdao, China  
Tel. +86 532 6678 8206

### GUANGZHOU

Shop L106 & L107, Level 1  
TaiKoo Hui Shopping Centre  
No.383 Tianhe Road, Tianhe District  
Guangzhou, China  
Tel. +86 20 3808 8220

### CHONGQING

Shop L119, Chongqing Mixcity  
No. 49 Xiejiaowan Central street  
Jiulongpo District  
Chongqing, China  
Tel. +86 23 6840 3575

### MACAU

Galaxy Macau™  
G092, G/F, The Promenade  
Galaxy Macau™, Cotai, Macau  
Tel. +853 2882 7112

Wynn Palace Cotai  
Shop 22, Wynn Palace Cotai, Macau  
Tel. +853 2877 6290

### TAIWAN

Bellavita, 1F  
N°28 Song Ren Rd.  
11073 Taipei, Taiwan  
Tel. +886 2 2723 5007

### MALAYSIA

Lot 2.32.00, Level 2  
Pavilion KL  
Jalan Bukit Bintang  
55100 Kuala Lumpur  
Tel. +60 3 2143 8885

### SEOUL

Galleria Luxury Hall EAST, 2F  
407 Apgujeong-ro, Gangnam-gu  
Seoul, Korea  
Tel. +82 2 6905 3370

Hyundai Apgujeong Main, 2F  
165 Apgujeong-ro, Gangnam-gu  
Seoul, Korea  
Tel: +82 2 3438 6268

Lotte Main, 1F  
1-ga, Namdaemun-ro, Jung-gu  
Seoul, Korea  
Tel: +82 2 726 4023

Shinsegae Gangnam, 4F  
176 Shinbanpo-ro, Seocho-gu  
Seoul, Korea  
Tel: +82 2 3479 6055

Shinsegae Gangnam, 2F  
Opening in February  
176 Shinbanpo-ro, Seocho-gu  
Seoul, Korea

Daegu, Opening in December 2016  
Shinsegae Daegu, 5F

### SINGAPORE

391 Orchard Road, #02-12F  
Takashimaya Shopping Centre  
Ngee Ann City, Singapore, 238872  
Tel. +65 6737 8444

### BANGKOK

The Emporium Shopping Complex  
Unit no. GS 33 - 34, Ground floor  
622 Sukhumvit Road, Klongton  
Klongtoey, Bangkok 10110  
Thailand  
Tel. +66 2 664 8442

### TOKYO

Matsuya Ginza Department Store  
3-6-1 Ginza, Chuo-ku  
Tokyo 104-8130, Japan  
Tel. +81 3 3567 1211

Isetan Shinjuku Department Store  
3-14-1 Shinjuku, Shinjuku-ku  
Tokyo 160-0022, Japan  
Tel: +81 3 3352 1111

### NAGOYA

Nagoya Matsuzakaya Department Store  
3-16-1 Sakae, Naka-ku  
Nagoya 460-8430, Japan  
Tel. +81 52 251 1111

### OSAKA

Umeda Hankyu Department Store  
8-7 Kakuda-cho, Kita-ku  
Osaka 530-8350, Japan  
Tel. +81 6 6361 1381

### FUKUOKA

Iwataya Mitsukoshi  
Department Store  
2-5-35 Tenjin, Chuo-ku  
Fukuoka 810-8680, Japan  
Tel: +81 92 721 1111

### DUBAI

Roger Vivier, Level Shoe District  
The Dubai Mall, Dubai  
United Arab Emirates  
Tel. +971 4 5016625

Mall of the Emirates, Dubai  
United Arab Emirates  
Tel. +971 4 347 5695

### ABU DHABI

The Galleria  
Al Maryah Island, Abu Dhabi  
United Arab Emirates  
Tel. +971 2 6767720

### KUWAIT

Bloomingdale's / 360 Mall  
Sixth Ring Road, South Surra  
Al Zahra'a Area, Kuwait City  
Opening in February 2017