

Roger Vivier
PARIS

SPRING-SUMMER 2018 LOOKBOOK





THINK INSIDE THE BOX

SPRING/SUMMER 2018

Paris October 2nd 2017 – Think inside the box. Entering the Spring-Summer 2018 collection, a giant, red signature shoebox greets you, inviting you to discover the work of the visionary Roger Vivier led by the Creative Director of the house, Bruno Frisoni.

The designer creates this visual pathway to enter and experience a hands-on journey which expresses the brand's distinctive symbols and motifs which make up its alluring identity.

Inspired by Tom Sachs' work with logos, the installation puts a new spin on Roger Vivier's iconic codes, integrating a new immersive experience akin to the popular movement in today's modern art scene.

The visitor is submerged in Vivier red, surrounded by a smattering of Roger Vivier logos in white lettering, while discovering the main shoe of the season, the *Choc heel*, the House's distinctive and classic symbol of enticement and innovation. The soft voice of Mr. Vivier is overheard in the music soundtrack waxing poetic on his love of shoe design. He explains his passion for posture via the heel this way; "*A dress is carried by the woman, but the shoe carries a woman.*"

The brand's logo is reimagined in a modern manner proposing it in a new form on one of the accessories of the season. For shoes in the *La'Bel Vivier* line the logo is re-fashioned in the shape of a 17th-century picture frame which is revamped from the 1960's Vivier packaging. Combined, these dynamic elements become a symbol on a new sneaker.

The iconic Roger Vivier signature in script writing is embossed on the Mule Choc in a clever and unexpected way across the vamp. A harmony of materials and colours combine to reflect a harmony of luxury and "tongue and chic" expression.

Roger Vivier
PARIS

THINK INSIDE THE BOX

PRINTEMPS/ETÉ 2018

Paris, 2 Octobre 2017 – Think inside the box. Monumentale, la boîte Roger Vivier s'impose telle la gardienne visionnaire de la collection Printemps/Été 2018. Bruno Frisoni, directeur de la création, invite cette saison à une déambulation visuelle à travers l'identité de la Maison.

Librement inspirée de l'œuvre de Tom Sachs, l'installation revisite les codes de la marque. La récurrence des logos RV en *lettering* blanc et l'omniprésence du rouge Vivier nous guident dans une expérience immersive de la collection. La voix de monsieur Roger Vivier, accompagnant la musique pendant quelques secondes, nous suggère sa passion pour les talons, les souliers et la posture des femmes. Son iconique talon Choc, intemporel signature de l'élégance et de la modernité, tient donc ici le premier rôle.

Sur les modèles La'Bel Vivier, l'étiquette avec logo Roger Vivier - détail repris des sacs de shopping des années 60 – s'appose et signe la nouvelle sneaker. La signature Roger Vivier s'imprime aussi en italique sur la Mule Choc avec un relief inattendu. Ce ton sur ton de matières et de couleurs devient un nouveau signe de luxe et d'ironie expérimentale.



LA'BEL CHOC



VIV' CABAS SHIRTING MINI



VIV' CABAS SHIRTING MINI



VIV' CABAS V STRIPES MINI
SHIRTING CHOC REAL



BLOOMING RV



BLOOMING RV



BLOOMING RV



MADAME VIV'



MADAME VIV'



VERTIGO



CHOC REAL



CHOC REAL



BOITE DE JOUR



CHIPS WEST PODIUM



SOFT STRAP PODIUM



LA'BEL VIV'



LA'BEL VIV'



LA'BEL VIV'



BAB' VIV'



BAB' VIV'



BAB' VIV'



TREKKY VIV'



STRASS POOL SLIDY



V TYPE



V TYPE



VIV' CABAS



V TYPE CHOC



V TYPE CHOC



V TYPE CHOC



V TYPE JEWELS



V TYPE JEWELS



V TYPE JEWELS



V TYPE JEWELS



CIGARETTE CASE



CIGARETTE CASE



FLOWER NET



FLOWER STRASS NET



VERTIGO DIADEM



FLOWER STRASS BELT



DIADEM BELT

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Selfridges

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Shinsegae Gangnam, 2F
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Tel. +82 2 3479 6115

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Tokyo 160-0022, Japan
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Umeda Hankyu Department Store
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Kuwait City, Kuwait

SOULIERS / SHOES



LA'BEL CHOC



SHIRTING CHOC REAL



BLOOMING RV



VERTIGO



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SACS / BAGS



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