

Roger Vivier

PARIS

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.



VIV' CABAS

Timeless luxury at Vivier - With its sleek cut, in a trapezoid shape and clean and lines, the *Viv' Cabas* goes with any bold and daring look and instantly adds Parisian chic panache to its wearer. The most classic mark of the house, the buckle, is a slightly curved arc over a leather flap to conceal hardware, this sensual interpretation attracts attention and once again defines the House in its most current interpretation. But the *Viv' Cabas* is a free spirit too, that lends itself to endless variations. For spring/summer 2018 it compliments a boyfriend-style shirt as well in natural raffia canvas with leather stripes, another nod to classic a French motif. The result is a new *Viv' Cabas* mood which celebrates the new urban feminine attitude. Detailed with natural raffia canvas and leather stripes.



CHOC

The cult heel - With just one stroke, the fine curve of the Choc heel is drawn. Its geometry shows and enhances Roger Vivier's passion for playful shapes. In a bold deep *Roger Vivier red*, shown on a new mule shape, the Choc heel adds a quick jolt of color punctuating one's style. The edgy appeal of the heel endures through trends that come and go. This season they are designed with another timeless beauty in mind – supermodels of the Eighties and Nineties, such as Christy Turlington, for example. For spring/summer 2018, the Choc heel is perfected: *"An edgier heel, devoted body and soul to a woman's legs."* according to Frisoni.