

IN-STORE

Christian Louboutin supports the arts in Miami boutique

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Christian Louboutin Miami boutique's window display

By STAFF REPORTS

Footwear label Christian Louboutin has invited artist Jérôme Lagarrigue to showcase his artwork in the brand's Miami boutique.

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Due to the Miami association with artwork, the annual Art Basel festival and its blossoming Design District, this boutique is a sensible selection for an in-store art exhibition. Hosting an artist often drives foot traffic to a boutique from art lovers as well as frequent consumers who enjoy the change in scenery without diluting the brand's overall appeal.

Art of shopping

On display since December, Mr. Lagarrigue's artwork is hung in the storefront's gallery space set within the entrance.

Mr. Lagarrigue's solo exhibit "Optical Identities" includes three paintings of Shaun Ross, an albino African-American model the artist met in a Miami hotel lobby last year. The encounter resulted in Mr. Lagarrigue curating the "Invisible Man" exhibit held in New York.

For Optical Identities, Mr. Lagarrigue introduced two new portraits of muses that have

inspired him.

Overall, the exhibit, on view until March, was inspired by “sight and the physical action that light plays on it, through subjects that counter the expectations of traditional beauty.”



Jérôme Lagarrigue's Optical Identities within Christian Louboutin's Miami store

In-store art galleries are a sure way to increase foot traffic while aligning a brand with the art world.

For instance, department store Bergdorf Goodman previewed Sotheby's Contemporary Art Day Sale with a store window display of art mixed with apparel.

The displays, up from Sept. 26 through Oct. 13, 2014, featured work from the likes of Andy Warhol and Damien Hirst, and represented the first time the retailer used work of this scale in its windows. In addition to creating a street-level gallery to attract consumers, this likely gave Sotheby's publicity for its sale ([see story](#)).

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