

INTERNET

Roger Vivier reveals “weapons of mass seduction” with superhero catalog

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Screenshot from "Super Vivier"

By SARAH JONES

French footwear and accessories label Roger Vivier is showing off its latest styles through a retro-futuristic comic book-themed spring catalog.

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"Super Vivier" tells the story of a fashionable woman and her sidekick shoes and handbags who help her defeat boring style. By featuring its products in the context of a narrative, the brand lengthens the time consumers will likely spend engaging with the new collections.

"The comic style infuses the piece with story-telling which is likely to inspire the audience to find out what happens next," said Richelle Rothermich, vice president of client services at [The O Group](#), New York.

"The narrative sets a charming, lively stage for displaying and revealing the product," she said. "And, because it is unique by catalog standards, consumers are likely to remember it and hopefully seek out the brand in-stores and online."

Ms. Rothermich is not affiliated with Roger Vivier, but agreed to comment as an industry expert.

Roger Vivier was unable to comment directly before press deadline.

Fighting fashion fatigue

Roger Vivier's 56-page catalog was introduced in an email to newsletter subscribers. A subject line "She's here!" heralded the arrival of the catalog's heroine.



Email from Roger Vivier

When consumers click-through, they are brought to the flip book catalog online, where they can read "the real amazing story of Mademoiselle Vivier." The tale is told through both drawings and photos of a live model and Roger Vivier products.

At the beginning of the tale, Mademoiselle gets a phone call from Bruno to her headquarters. As she picks up, her shoes on the floor perk up at the idea of a new mission.

The protagonist hops in her flying car a few minutes later, with her formerly red hair now blond, giving her a disguise.



Screenshot of Super Vivier

She takes on Bob-the-Bore, a robot who is trying to intimidate with a buckle, but he gets away, leading her to do some retail therapy to get over the loss, “rescuing” a pair of pumps.

The following day, she is back to her redheaded state, and gets a new mission in Singapore, facing off again with Bob-the-Bore, fending him off and defending her style by kicking him with her shoe.



Screenshot of Super Vivier

In another part of the graphic novella, Mademoiselle takes a trip to Ocean Drive to relax by the pool, and ends up with a lobster in her bag.

The final scene has the heroine cavorting with angels at a nightclub and performing on-stage, with a message that the story will be continued.



Screenshot of Super Vivier

At the end of the catalog, Roger Vivier included links to its Web site and social media accounts.

Consumers can follow as Mademoiselle Vivier's adventures continue throughout the season on the brand's Web site, as she takes progressively fanciful excursions. With each new episode, a new secret will be revealed, from clandestine addresses to tips related to the international cities Mademoiselle visits.

Drawn together

This serialized effort will get consumers to keep coming back to Roger Vivier's recently redesigned Web site.

Roger Vivier laid out its remodeled Web site to look like a cartoon house to showcase its whimsical brand image.

The new Roger Vivier site invites consumers to explore different floors of the dwelling to get a full sense of the brand, from collections and campaigns to the house's heritage and history. With a continuous scrolling layout, the brand encourages consumers to spend time with the site ([see story](#)).

Comic books help a brand immerse consumers in a narrative, giving them a fantastical take on the label's world.

Italy's Prada expanded the narrative of the female protagonist in its Candy fragrance campaigns with a comic book.

Housed on a dedicated section of Prada's Web site, the comic book took Prada's "Candy" character on a sci-fi journey to discover the newest Candy fragrance, Candy Florale. Creating a comic book, rather than a social video, to tell this aspect of Candy's story allowed Prada to hold consumer attention longer using a more engaging format ([see story](#)).

This approach stands out from other catalogs consumers will be browsing, likely helping Roger Vivier remain in shoppers' minds as they buy new items for spring.

"Combining illustrations with product photography is a clever approach to create something unique and expressive without the need for highly-produced lifestyle photography," Ms. Rothermich said.

"The overall impression is both sophisticated and fun, while conveying a playful, feminine and energetic side of the brand," she said.

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

Embedded Video: <https://www.youtube.com/embed/kP9okZfUCi8>

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