

COMMERCE

Christian Louboutin delivers on promise, broadens nude palette

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Christian Louboutin Nude collection

By STAFF REPORTS

French footwear label Christian Louboutin has expanded upon its collection of “Nude” pumps to ensure an option for all consumers regardless of race and ethnicity.

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Christian Louboutin’s Nude collection launched in 2013 and only included lighter shades of beige, reflecting a limited understanding of the world. By expanding the color options of the Nude collection, Christian Louboutin is taking an inclusive approach to its worldwide consumer base.

Clothing optional

The Nude collection has been wildly successful, but namesake founder and designer Mr. Louboutin felt that there was room to expand the color options.

In April, Mr. Louboutin told New York magazine’s [The Cut](#), he planned to work to reflect a realistic marketplace with seven Nude shades in total, sold exclusively at New York department store Bergdorf Goodman. But, he acknowledged that there is still room to improve.

Currently, Christian Louboutin offers five shades of Nudes: the lightest being Lea and the

darkest being Ada. Nats, Maya and Safki are shades in the middle ranging from honey to chestnut.

The final two shades, in addition to the already released five, will be available in August on Christian Louboutin's Web site.



Nude collection by Christian Louboutin

Christian Louboutin's expansion of Nude also yielded two new designs, a scalloped-edge, peep-toe stiletto, the Deepik, and a rounded toe pump, Dorissima.

To succeed in having a Nude for all women, Christian Louboutin may begin color-matching consumer's skin tones for the most accurate, true-to-life shoe shade. Bespoke options are common in the footwear sector.

For instance, Italian apparel and accessories maker Tod's invited consumers to the Gommino Club for the opportunity to customize a pair of Gommino loafers.

The made-to-order style is available for both men and women and allows the consumer to personalize the leather finish and laces in his or her preferred color ([see story](#)).

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