

INTERNET

Roger Vivier partners with ecommerce platform for creative capsule collection

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Handbag from Roger Vivier's Caprices collection

By STAFF REPORTS

French footwear and accessories label Roger Vivier is presenting a new capsule collection in collaboration with its official online partner TheLuxer.com.

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“Caprices” will feature a selection of products designed by creative director Bruno Frisoni inspired by the themes of whimsy and lightness. Unique capsule collections are an excellent way for brands to keep consumers excited about new products and embrace the opportunity to collaborate with other platforms.

Flight of fancy

In a nod to its French heritage, Roger Vivier chose Julia Restoin Roitfeld, daughter of French Vogue’s former editor-in-chief Carine Roitfeld and well-known French socialite, to model the collection. Ms. Roitfeld was photographed by Michael Avedon wearing shoes, bags and jewelry from the Caprices collection.

Ms. Roitfeld is a logical choice for a brand that often features French models in its advertising. For example, earlier this year the French footwear and accessories label embraced a classic French aesthetic with its latest brand ambassador for the fall/winter

2015 collection.



A pair of shoes from the Caprices collection

Roger Vivier chose to tap Jeanne Damas for this year's campaign, emphasizing the young French blogger's signature style and Parisian sophistication. Working with a popular blogger for this campaign will help Roger Vivier connect with a younger audience while still maintaining its classic French appeal ([see story](#)).

The Caprices collection will be available on TheLuxer.com, an ecommerce platform that works with other luxury brands including leather goods maker Tod's ([see story](#)).

Partnering with a specific platform will make it easier for consumers to view the entire collection online.



The video aims to be as fun and fanciful as the collection

Additionally, it is becoming increasingly important for brands to offer a simple and easy way for consumers to purchase products online. Partnering with TheLuxer.com will likely streamline the process and may appeal to consumers.

Roger Vivier created a short video to introduce Caprices to consumers. The video features a number of the products against different colorful backgrounds that complement their design.

Embedded Video: <https://www.youtube.com/embed/i1SsOKo0w-8>

Roger Vivier's video for Caprices capsule collection

The collection features a number of unusual materials such as sequins, feathers and raffia. Nature is also a recurring theme with many of the products inspired by the animal kingdom.

For example, The Pilgrim clutch and Miss Viv bag are both influenced by marine life and feature a pink lobster on a satin background. The shoes also incorporated natural themes such as bees and shells.

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