

IN-STORE

## Moda Operandi turns 5 with Crateurs capsule

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*Christian Louboutin's Zodiac Collection ballerina flat*

By STAFF REPORTS

Online retailer Moda Operandi is celebrating its fifth anniversary by offering consumers access to a limited-edition capsule by various designers.

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The series, titled Crateurs, will feature a number of designer wares made specifically for Moda Operandi's anniversary. The first of the series to launch on Feb. 5 is two shoes designed by French footwear and accessories label Christian Louboutin.

Count your lucky stars

Christian Louboutin's designs for Crateurs is the first time the footwear label has sold its shoes on Moda Operandi.

For the occasion, Christian Louboutin created two celestial-inspired heels. The handcrafted heels, made in Christian Louboutin's Paris atelier, are limited-edition, with only 45 pairs made.

Taking inspiration from the stars, Christian Louboutin's Zodiac Collection allows the wearer to "witness the wonders of the universe from a mere glance at [her] feet." Each shoe, in either a mule heel or pointed toe flat, features gold embroidered star points and small sequins for added flare.

To personalize the shoe, consumers can have their zodiac constellation stitched on. Consumers can also opt to add a monogram or birthday as well. Available colors include black, navy and purple.

Christian Louboutin's astrological Ballerina flat retails for \$2,000 and the Mule sells for \$2,200. Interested consumers must place either a \$1,000 or \$1,100 deposit down for purchase.

The zodiac has been used by a number of brands and retailers to forge a personal connection with consumers.

For instance, French fashion label Chanel asked consumers their sign on Instagram in a marketing effort for the Chance fragrance collection.

The Instagram content, exclusive to the platform, included GIF imagery for each of the 12 astrological signs to connect with Chanel enthusiasts on a personal level. The integration of the Chance fragrance aligned with the zodiac messaging as many consumers, especially those in Asia, may rely heavily on their signs to predict life events and chances as suggested by the scent's placement ([see story](#)).

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