

ADVERTISING

Christian Louboutin goes on “the low, low” for spring 2016

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Christian Louboutin's Under the Table, spring/summer 2016

By STAFF REPORTS

French footwear label Christian Louboutin is keeping its happenings under the table in a social video for its spring/summer 2016 collection.

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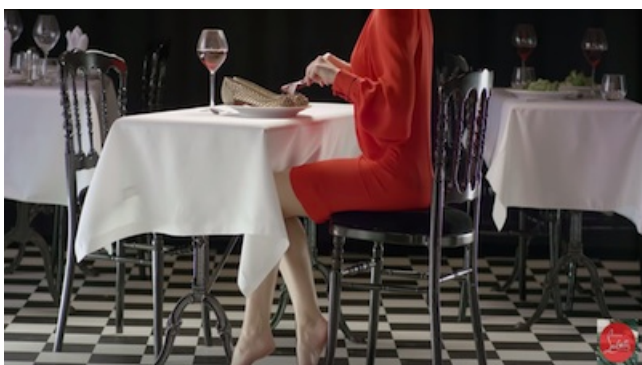
Keeping a "low profile," the 41-second video highlights Christian Louboutin's lower options of kitten heels, sneakers and flats, a departure from its heel-centric approach. The "Under the Table" campaign was filmed by a Parisian duo, Mathilde Toulot, founder of the SHOOOOES Web site and Olivia da Costa, photographer and publisher of PLEASE! Magazine.

On the menu

The Under the Table film is set in a busy restaurant with a white table cloth dressing the small cafe table that serves as the short's focal point. In the background, the viewer hears the commotion of the dining room as well as a fast-paced jazz soundtrack.

In the first scene, a woman in a red pencil skirt and matching red patent Pavot strappy sandals, quickly crosses her legs on the table, allowing fellow diners to see her legs and admire her shoes. When her legs snap together to cross atop the table, the Christian Louboutin logo appears.

As the scenes continue, viewers watch as women in mini skirts tip-toe passed the table in pointed ballet flats. The next scene continues the "appetizing" narrative, with a shoeless woman seated at the table using a knife and fork to "cut" her Louboutins as if the flats were a steak.



Video still from Christian Louboutin's Under the Table, spring/summer 2016

Following scenes, all of which are staged using the same cafe table, show a woman in espadrilles eating her lunch while another anxiously taps her feet and a third cleans her sneakers with the table's water decanter.

From dancing to playing footsie to being served a meal by a waiter in red-sole loafers, Christian Louboutin focuses on its footwear, never disclosing anything above the models' waists.

Each shoe style is given its own brief narrative to further personalize the footwear types.

For the video, Christian Louboutin included the O Novt flat, all seven shades of its new Nudes ([see story](#)), two tropical Hawaii Kawai prints in the Solasofia flat in addition to the Millaclou flat and the Shocking Pink Riverina Flat. Showing its range of options, the footwear label also showed the edgy Baila Spike Flat, the Bikee Bike and the Naza Mom and Dad sneaker with a "tattoo" embroidery of the brand's crest.

Christian Louboutin also used the video to debut a new option, the Iriza in a 70 heel height, a first for the style.

Under the Table: Christian Louboutin spring/summer 2016 collection

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