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Manolo Blahnik launches creative collaboration with Rihanna

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Rihanna covers British Vogue's April 2016 issue

By STAFF REPORTS

Footwear label Manolo Blahnik has tapped pop culture sensation Rihanna's unique style sensibility for a design collaboration.

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Together, the singer and the brand's eponymous designer envisioned six limited-edition styles in denim, mixing the house style with Rihanna's artistry. Rihanna's popularity and global audience have led to a number of fashion and luxury partnerships, including campaigns for Dior and Balmain as well as a gig as creative director of Kering's Puma.

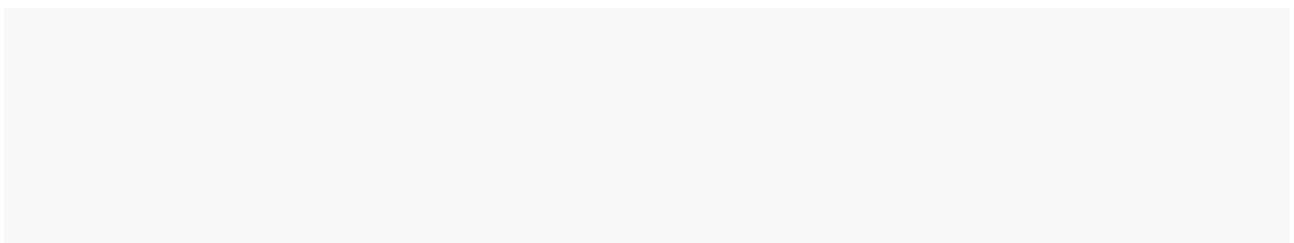
Working with Rihanna

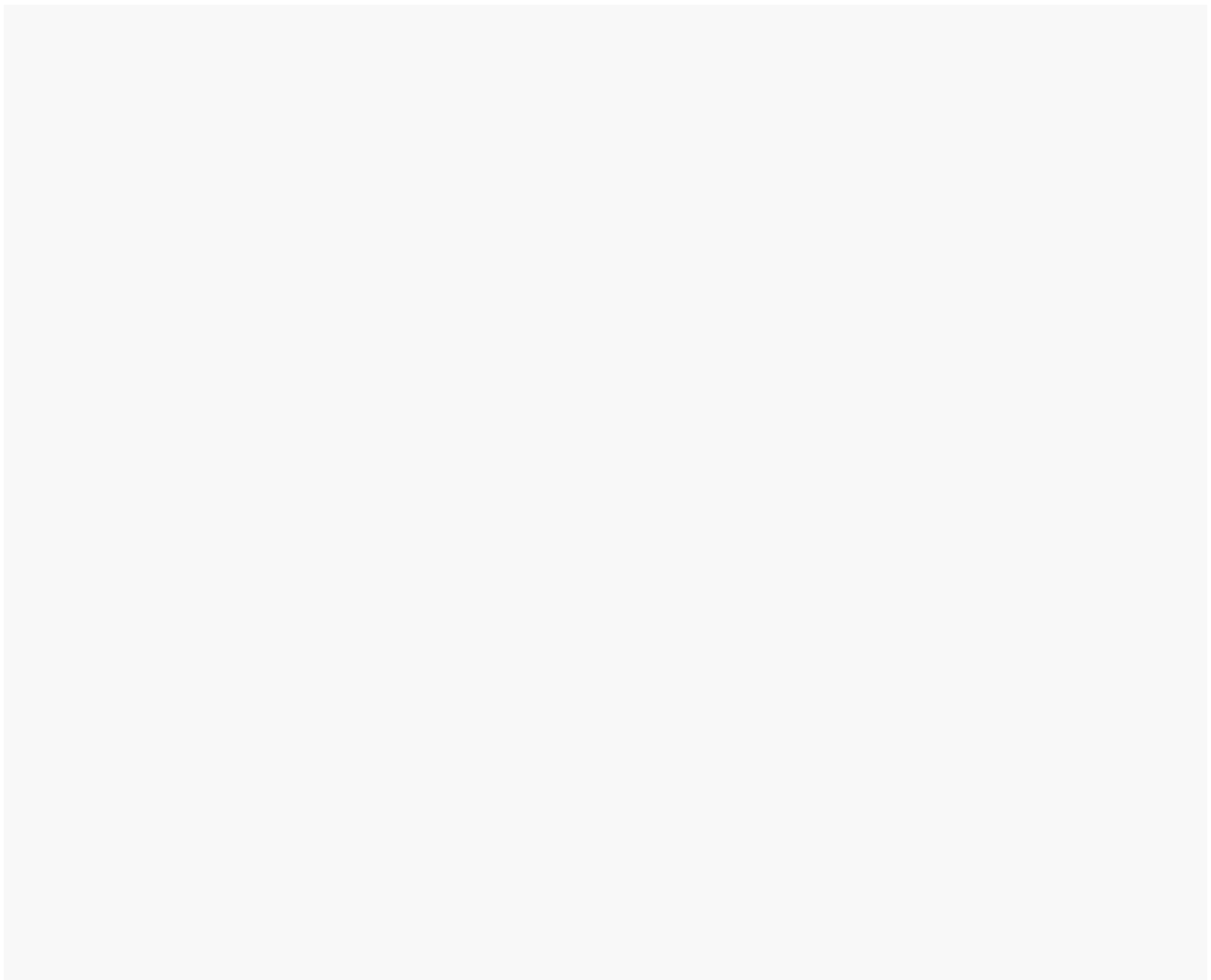
Manolo Blahnik's Denim Desserts capsule embellishes the utilitarian fabric with sequins and embroidery inspired by the artist's tattoos. The range of styles includes thigh-high boots, pumps and stiletto sandals.

"This is an incredibly exciting collaboration and I am absolutely thrilled with the results working with Rihanna has been amazing and her drive, passion, creativity and style has been reflected in the designs, with fabulous results I think everyone is going to love what they are about to see," Mr. Blahnik said in a brand statement.

To announce the partnership, Rihanna shares the news exclusively in her cover story for British Vogue's April issue, on newsstands March 10. In the accompanying photo shoot, the singer models some of the styles.

In a quote shared on British Vogue's Web site, Rihanna gushes about the day she sees a woman on the street in her Manolos. She says that she will run after her and ask to take a selfie with her.





Read the @BritishVogue cover story at vogue.co.uk. Photography: Craig McDean Featuring "The 9 to 5" t high high denim boot from the "Denim Dessert" Spring collection, an exclusive collaboration with the one and only @manoloblahnikhq

A photo posted by badgalriri (@badgalriri) on Mar 3, 2016 at 5:42pm PST

The capsule collection will be sold exclusively at three Manolo Blahnik boutiques: Elements, Hong Kong; The Burlington Arcade in London and the 54th Street store in New York. The shoes, which will be for sale starting May 5, are priced between about \$770 and \$3,500.

"For Manolo Blahnik, Rihanna was a collaboration we were really excited about we firmly believed the two of them working hand in hand together with their creativity would achieve something totally unique and very special we are really, really excited for the collection to launch," said Kristina Blahnik, CEO of Manolo Blahnik.

Rihanna has been named the most marketable celebrity, according to research by The NPD Group.

Rihanna topped NPD's ranking with 367 points, due in part because her fan base has distinctive brand preferences, more so than any other celebrity in sectors such as sports, film, music and others. The research conducted by NPD aims to identify the brand preferences of fans to help marketers determine which celebrities consumers are most likely to engage ([see story](#)).