

INTERNET

Roger Vivier courts celebrity for distinct denim capsule collection

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Camille Seydoux's Prismick Denim collection

By FORREST CARDAMENIS

French footwear and accessories label Roger Vivier is courting ultra-chic youth with the help of a celebrity stylist.

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Camille Seydoux has taken control of the brand's Prismick line and revealed an all-denim capsule collection of her own. With a clear design principle and a star-powered campaign, the collaboration will likely find dedicated fans drawn to its unique aesthetic.

"Bringing in outside influencers for a capsule poses excellent opportunities for brands, from increased sales, to refreshing brand image, growing demographics, placements and more, said Paul Farkas, Co-Founder and CEO, [Athleisure Mag](#) and [Accessory2](#). "While inspired by a je ne sais quoi Jane Birkin moment, Camille Seydoux channels a bit more Katy Perry/Britney Spears, which works in it's own right.

"Indeed, the capsule is charming and promises lots of fun, whimsical looks, as the premium denim will play well with mixed looks, day to night, and the festival scene," he said.

Dressed in denim

The collection is made up of six pieces: platform sandals, ankle boots, sneakers, a shoulder bag, a bucket bag and a backpack. All six pieces are made of denim, chosen in part for its resistance.

The collection marks Ms. Seydoux's first partnership with a brand. She has previously opened an art gallery and currently designs bespoke dresses for actresses, including her sister, Léa Seydoux.

"I began by attentively exploring my own Prismick bag, which is in a melting fade of black and grey," Ms. Seydoux, who designed the collection, said in a statement. "I wanted to work on the idea of facets that make up grades of shading.



Denim platform boot

"I looked through the maison's archives and then I thought of denim," she continued. "It's a fabric that naturally burnishes. Denim is both classic and modern, and, significant detail, is very resistant."

The limited-edition collection will go on sale in the brand's retail outlets this month.

A cocktail party on March 7 at Roger Vivier's Paris store took place in honor of the collaboration. Attendees included actress Adèle Exarchopoulos and her "Blue is the

Warmest Color” co-star Léa Seydoux, also the designer’s sister and most recent “Bond Girl” for her role in “Spectre.” Photos from the event were shared on Roger Vivier’s social media platforms.



Léa Seydoux, Adèle Exarchopoulos and Camille Seydoux

Roger Vivier also created a video, starring actresses Lubna Playoust, Lola Le Lann and the designer herself.

The video begins with the co-stars calling one another on the phone and arranging a get together. These opening moments aside, there is no dialogue, with only a bass vamp and occasional sound effects on the soundtrack.

The three women get together to play a game, with one of them seen in close-up putting on a pair of the Prismick Denim collection’s sneakers. At the table, in a jump cut, the character played by Ms. Le Lann appears to pull the collection’s purse out of thin air.

A server brings dice, which the women take turns rolling. As they do so, more items from the collection materialize.

The server brings the platform sandals, which Ms. Seydoux strikes a match on. The server then blows it out, but upon doing so, the music drops out and everything except the dice disappear.

He rolls them, and a cart featuring the whole collection appears and the music restarts.

Magic Denim - Camille Seydoux for Roger Vivier

"The video short is well produced and correctly showcases the capsule collection as the star of the magic denim theme," Mr. Farkas said. "The image breakouts aptly features pin-it hot keys for shareable goodness. Posting highlights from the in-store cocktail party launch ties the festivities and celebration with the campaign."

The distinct aesthetic and quirky video style will likely attract a self-selecting, specific audience. Heavily targeted collections can help a brand build a loyal audience and cultivate a distinct identity, helping it to stand out within the sector.

Careful and consistent

Roger Vivier's recognizable style often extends from its products into its marketing strategy.

For example, last year the brand showed off its new styles through a retro-futuristic comic book-themed spring catalog.

"Super Vivier" told the story of a fashionable woman and her sidekick shoes and handbags who help her defeat boring style. By featuring its products in the context of a narrative, the brand lengthens the time consumers will likely spend engaging with the new collections ([see story](#)).

The brand also tends to tap into celebrities with a discernible youth appeal to help it reach its target market.

In June, Roger Vivier embraced a classic French aesthetic with its latest brand ambassador for the fall/winter 2015 collection.

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

"Denim cuts across generations and price points, it's a mainstay and sexy fabrication," Mr. Farkas said. "The hues, washes and accessory bodies here can elegantly welcome more mass consumers to the brand, while not disrupting bonds with the more traditional shoppers."