COMMERCE

Christian Louboutin bares it all with extended Nudes collection

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Christian Louboutin Nudes collection

By STAFF REPORTS

French footwear and accessories label Christian Louboutin has expanded its collection of nude shoes to ensure that every woman can find her perfect match.

The line, which previous consisted of five skin-tone based colors, has seen the addition of porcelain and deep chocolate shades, giving consumers a total of seven hues to achieve a leg-lengthening look. Since its launch three years ago, Christian Louboutin's Nudes collection has remained a differentiator for the brand, as its offering of skin tone shoes is unrivaled.

Second skin

Last year, Christian Louboutin expanded upon its collection of "Nude" pumps to ensure an option for all consumers regardless of race and ethnicity.

Christian Louboutin's Nude collection launched in 2013 and only included lighter shades of beige, reflecting a limited understanding of the world. By expanding the color options of the Nude collection, Christian Louboutin is taking an inclusive approach to its worldwide consumer base (see story).

This year's Nudes collection is crafted out of a different material than previous seasons. A matte nappa leather more closely resembles the texture and feel of skin, allowing the shoe to become a part of the leg.

Along with adding to the palette of colors available, Christian Louboutin is introducing new styles, including a pointed toe ballet flat. Illustrating the nude concept, the brand photographed a series of seven models wearing leotards, tutus and flats that match their skin tones.

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The brand is looking to prompt a social conversation around the collection with the hashtag *#NudesForAll.*

Christian Louboutin's Nudes collection is available on its ecommerce site, as well as in select boutiques.

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