

APPAREL AND ACCESSORIES

## Christian Louboutin auditions fall footwear in theatrical dance film

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Image from Christian Louboutin's "La Repetition" look book

By STAFF REPORTS

France's Christian Louboutin is pointing to its autumn/winter 2016 collection with the help of a cast of dancers.

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The brand's lookbook film "La Rptition" is inspired by the 1975 Broadway musical "A Chorus Line," as a handful of dancers vie for the attention of demanding choreographer Blanca Li. As the troupe turns, leaps and kicks their hearts out, the Christian Louboutin heels and sneakers adorning their feet are front and center, providing an entertaining first look at the collection for consumers.

In step

Le Rptition, directed by Ms. Li and shot by Rene Habermacher, premiered on May 31 on Christian Louboutin's YouTube channel.

At the start of the film, the dancers are shown casually entering a studio. They sit on the floor next to a mirror, changing shoes or adding a layer of lipstick before rehearsal. Others migrate to the barre, stretching or leaping to warm up their muscles.



Christian Louboutin's La Rptition

The choreographer enters, with her studded sandals making the first impression. Ms. Li grabs their attention by staring the group down, and she counts off to begin the routine.

As the dancers perform a jazz number, Ms. Li gestures and gives notes on their performance, taking on the role of the exacting choreographer.

Showing the physical exertion, one of the male dancers faints while performing a series of turns. His friend tries to perform mouth-to-mouth, but two of the female dancers quickly push him away, administering CPR and getting him back on his feet.

### *La Répétition*

Christian Louboutin frequently looks to dance as an inspiration, appearing as a theme in collections for both men and women.

The designer and Ms. Li previously worked together on the choreographer's ROBOT performance at the Brooklyn Academy of Music in June 2015.

"The secret is to let things come the way they do naturally, with no strains or limits and then let's see," said Christian Louboutin of working with Ms. Li. "But the number one rule is Let's have fun!"

The brand's lookbooks often blend entertainment with fashion.

For instance, Christian Louboutin built intrigue around its spring collection with a murderous plot.

Turning consumers into the detectives themselves, "Who Killed Amazoula?" tells the tale of a glamorous Parisian's demise as it follows those attempting to solve the mystery of her death. Throughout the short, Christian Louboutin was able to naturally show off its spring/summer 2016 collection as the gumshoes gather evidence in the victim's apartment ([see story](#)).

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