

APPAREL AND ACCESSORIES

Giuseppe Zanotti taps Jennifer Lopez's celebrity style for exclusive capsule

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Giuseppe Zanotti and Jennifer Lopez

By STAFF REPORTS

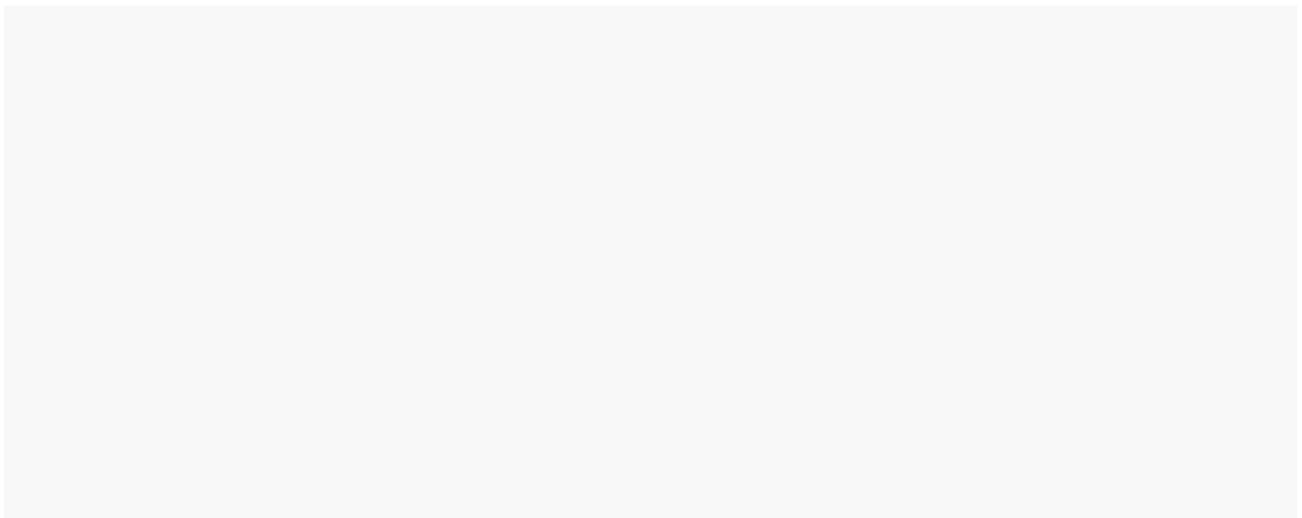
Italian footwear label Giuseppe Zanotti is transitioning pop star Jennifer Lopez from brand devotee to designer for a capsule collection of shoes and accessories.

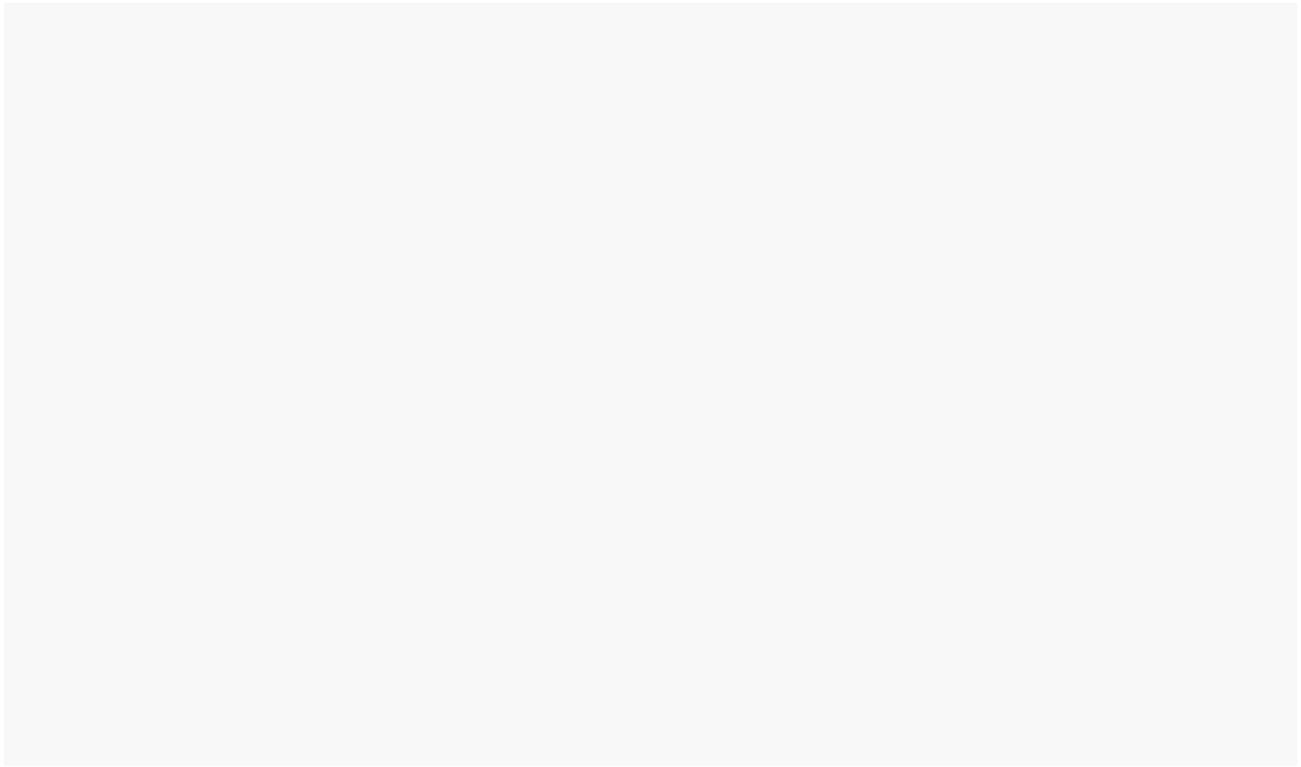
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Combining the brand's signature aesthetic with Ms. Lopez's personal style, the collection features everything from crystal-studded peep-toe booties to snakeskin gladiator sandals. Available from January 2017, Giuseppe for Jennifer Lopez will retail at Neiman Marcus, Bergdorf Goodman, Saks Fifth Avenue, Nordstrom and Giuseppe Zanotti stores in the United States, as well as select stores around the world.

If the shoe fits

Ms. Lopez frequently wears Giuseppe Zanotti designs on the red carpet, on stage and in her everyday life. She has worn everything from thigh-high strappy sandals to casual wedge sneakers from the brand, and this variety is reflected in her collaboration.





Jennifer Lopez (@JLo) attends James Corden's Carpool Karaoke wearing Giuseppe Zanotti Design custom-made boots #GiuseppeZanotti Courtesy of @latelateshow

A photo posted by Giuseppe Zanotti Design (@giuseppezanottidesign) on Apr 1, 2016 at 3:08am PDT

"I think it goes without saying that like every other girl, I love a killer pair of shoes," Ms. Lopez said. "Whether I'm walking the red carpet or dressed casually, the right shoes complete my outfit to make me feel beautiful, sexy and fearless.

"The collection Giuseppe and I have created is everything you would expect from the both of us - bad ass high heels with shapes that are fierce and of course, have some sparkle."

The collaborative designs envisioned by Ms. Lopez and the label's eponymous designer feature a color palette of pastels, grays and beiges.

"I've always been inspired by Jennifer and love the way she looks in my shoes - it was a natural evolution to collaborate together," said Mr. Zanotti. "The collection, like Jennifer, is sensual, sophisticated, modern but also playful with a bit of edge."



Jennifer Lopez with Giuseppe Zanotti

French atelier Christian Dior similarly evolved its relationship with singer Rihanna from campaign ambassador to creative collaborator.

In 2015, Rihanna fronted Dior's Secret Garden IV campaign, helping to modernize its brand image and tap into the singer's high-profile celebrity ([see story](#)). Rihanna has continued to extend her creative roles with a number of

fashion houses, including, most recently, footwear label Manolo Blahnik ([see story](#)), proving that celebrity-fronted collections have a place in the greater luxury arena ([see story](#)).

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