

APPAREL AND ACCESSORIES

Christian Louboutin extends Sporty Henri collaboration with exclusive designs

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Christian Louboutin for Sporty Henri

By STAFF REPORTS

French footwear label Christian Louboutin is teaming up with athletic ecommerce site Sporty Henri for a capsule collection.

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On the heels of the partner's collaboration to outfit the Cuban delegation to the Olympic Games, Christian Louboutin has created four limited-edition sneaker styles that combine Sporty Henri's logo and color palette with the footwear label's red soles and designs. With this first-of-its-kind partnership, Christian Louboutin will be able to further awareness for its men's footwear among a style-conscious audience.

Sporty sole

Founded in April this year by former professional handball player Henri Tai, Sporty Henri carries athletic labels such as Adidas and Asics and lifestyle brands that Mr. Tai selects himself. Surrounding the menswear and accessories is content designed to appeal to the active man, including tips from athletes.

At the time of the capsule's launch, "The Gang" included basketball player Tony Parker and Olympic champion high jumper Javier Sotomayor.

Christian Louboutin is the first design house to create a capsule exclusively for Sporty Henri.

"It's a real pleasure for me to touch and create some exclusive designs which, I think, represent the values that are dear to Henri: sport mixed with style in a fun and colorful way," Mr. Louboutin said in a statement. "I am thrilled to be part of the new adventure of SportyHenri.com, and I wish their team and their clients all the best in a sporty and stylish world."

The brand's capsule is inspired by the site's motto, "Mettre Le Sport En Valeur," or "Put Sport in Value."

Created in white, cobalt blue and black, the collection includes silhouettes familiar to Christian Louboutin fans. These include a high top, low top and sneakers featuring spike detailing, all with a red rubber sole.



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The capsule is available starting Sept. 14 on SportyHenri.com and at select Christian Louboutin boutiques including its flagships in New York, Los Angeles, Hong Kong, Dubai and Toyko.

"For me, clothes are an extension of myself," Mr. Tai said. "They let me express something about who I am, about my personality, but also they let me explore it.

"It is this vision that I want to bring to life with SportyHenri.com, and here it takes form through this wonderful capsule collection of trainers by Christian Louboutin, which I feel very privileged to offer our clients exclusively."

Sporty Henri and French footwear label Christian Louboutin teamed to dress the Cuban national team for the Olympic Games in Brazil.

Sporty Henri and Christian Louboutin for Cuba: Behind-the-Scenes

The outfit created for the Cuban Olympians was meant to be worn by the athletes during formal occasions such as the closing ceremony of the games. The Cuban athletes worked directly with the footwear label and online retailer to shape and finalize the collection ([see story](#)).