

APPAREL AND ACCESSORIES

Berluti redesigns signature footwear for capsule devoted to women

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Berluti's Women's Capsule Collection

By STAFF REPORTS

French menswear brand Berluti is showing it knows what girls want with the debut of its first women's capsule collection.

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Gender-neutral and unisex dressing has grown in popularity recently, and historically, a number of fashion houses have been known to borrow masculine codes for designing women's apparel ([see story](#)). For Berluti, it is likely that female consumers have shopped its dress shirts and bespoke shoes for themselves, rather than the intended male, at one time, or another.

If the shoe fits

In a blog post, Berluti points out that in its more than a century in business, although it has never designed a collection specifically for women, it has provided shoes for Sophie Marceau, Patti Smith and Greta Garbo over the years.

Berluti has selected LVMH-owned department store Le Bon March's Rive Gauche location in Paris to display its exclusive Women's Capsule Collection. The collection will be available for purchase through Oct. 8.

Included in the Women's Capsule Collection are five of Berluti's iconic shoe styles. The footwear styles have been slightly tweaked to be lighter and more feminine, but keep Berluti's signature aesthetic.



Berluti's Women's Capsule Collection

Berluti has included the lace-up Alessandro, the Andy loafer, the Classic Sicilia slip-on, a classic Chelsea boot and a new style, a Contrast Oxford. The brand suggests women sport the styles in the capsule with a skirt, tailored trousers or jeans.

The brand's pop-up display at Le Bon March is found on the department store's first floor within its Vestiaire vol aux Hommes section. This segment of Le Bon March's retail floor is dedicated to the selling of menswear styles for women.

Berluti has also incorporated an edit of its leather goods accessories, such as the Un Jour Gulliver bag, in the pop-up at Le Bon March.



Berluti at Le Bon March's Vestiaire vol aux Hommes section

Beginning Oct. 10, Berluti will extend distribution of the Women's Capsule Collection to its bricks-and-mortar stores in Paris.

Prices for the collection begin at about 1,000 euros, or \$1,118 at current exchange.

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