

APPAREL AND ACCESSORIES

## Christian Louboutin steals the stars in fantastical holiday tale

December 6, 2016



*Christian Louboutin's holiday gift guide*

By STAFF REPORTS

French footwear and accessories label Christian Louboutin is weaving a story of artisanship and ambition to promote its gifting collection.

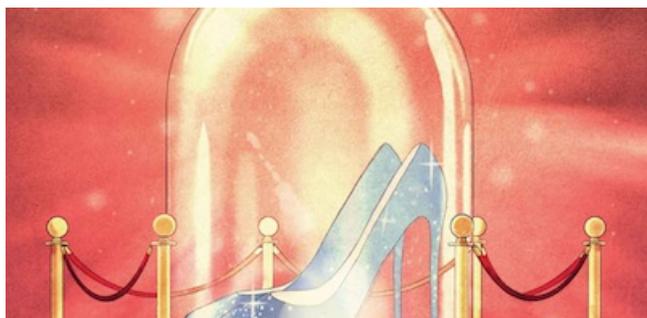
Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

"The Tale of the Shoemaker and the Stolen Stars" tells the story of a young cobbler, who is seduced by fame and fortune into breaking a promise. Told in the format of cartoon fairy tale films, this short video plays on consumers' nostalgia.

Twinkling temptation

Much like most fairy tales, Christian Louboutin's opens on a scene "long ago and in a faraway land." A female voice narrates the plot, as pages in an animated storybook flip.

In the story, a queen is throwing a ball and wants to glisten, enlisting a young artisan to make her a pair of shoes that twinkle like the night sky.



*Image from Christian Louboutin's holiday gift guide*

Having struck up a friendship with the sky, the artisan borrows the stars, promising to return them before midnight. Dissuading him from doing so, the queen offers him an enchanted chest in exchange for the shoes, which he accepts.

The sky therefore plunged into darkness to punish the artisan. The narrator says that the sky remained dark until Christian Louboutin appeared, showing the brand's logo in a glittering font.

*The Tale of the Shoemaker and the Stolen Stars*

On the brand's Web site, the theme from the film continues in its gift guide, with cartoon imagery showing the magical trunk and a pair of sparkling pumps kept under a glass dome.

The holidays offer an opportunity for brands to retell their stories in a whimsical manner.

For instance, last year, La Mer reimagined the story of its creation and eternal draw toward the sea to inspire consumers around the holidays.

"The Legend of La Mer" wove the tale of rocket scientist Dr. Max Huber, who was on a quest for a natural cure for scars. While La Mer loyalists may have been familiar with the brand's story, retelling it with a seasonal tone will help connect the brand's audience with its followers around the holidays ([see story](#)).

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.