

APPAREL AND ACCESSORIES

Aquazzura teams with shoe-obsessed influencers for Farfetch exclusive

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Video still from Aquazzura x Farfetch: The Perfect Heels

By STAFF REPORTS

Designer Edgardo Osorio of footwear label Aquazzura is playing the role of psychologist as four fashion influences divulge their fanaticism for shoes.

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In the role of Mr. Osorio's patients is Holli Rogers, CEO of Browns Fashion, Claire Distenfeld of Fivestory, Prince Deena Al-Juhani Abdulaziz, Vogue Arabia's editor in chief and Pascaline Smets of SMETS, all of whom are devoted fans of Aquazzura. Along with these fashion influencers Mr. Osorio has created four footwear styles based on the women's style.

Call the doctor

The four style collection was produced exclusively for online retailer Farfetch. To promote the capsule, the designer and influencer filmed a fun-spirited video that gets to the root of their "self-confessed shoe [obsessions.]"

"Aquazzura x Farfetch: The Perfect Heels" begins as the door to an office labeled "psychologist" swings open. Once inside the room, viewers see Mr. Osorio sitting at a desk, scribbling in a date book.

Soon, his patients arrive all with stories of how in love they have become. The first to be seen is Ms. Rogers who exclaims, "I'm in love." The scene then jumps to Mr. Osorio's next appointment, Ms. Smets who has just rushed over from the airport.



Aquazzura's Edgardo Osorio with Holli Rogers

His appointments are shown in succession, with Princess Deena saying, "We definitely have a connection" as she heads to the couch. She is followed by Ms. Smet who relaxes on the couch explaining how "we met in Paris."

The fourth patient, Ms. Distenfeld, is introduced via a Skype appointment where she says, "We danced all night!" Mr. Osorio is shown taking notes as his influential patients tell their stories.

All four women agree that what they have found is something that they have always wanted, something that is classic and timeless. As the minute-long video comes to an end, Mr. Osorio asks for a photo of his patients' object of desire.

To his surprise, all four women show him photographs of their shoes. As the video concludes, the camera pans to close up shots of the four footwear styles before Mr. Osorio says, "Tell me more about this" as the scene ends and the viewer is back outside his office door.

Aquazzura x Farfetch: The Perfect Heels

The Perfect Heels collection includes styles that reflect the women who co-created them.

For example, The Very Deena features leopard print and The Very Pascaline is a heeled bootie with fringe. The Very Claire style is Studio 54-approved platform and The Very Holli is a lace-up stiletto.

As of press time, only The Very Pascaline style is available for purchase. Exclusive to Farfetch, the bootie retails for \$995.



Pascaline Smets with The Very Pascaline bootie by Aquazzura

Working with influencers on a branded capsule collection may drive fans of those women to Farfetch. The brand took a similar approach for its fall/winter 2016 campaign.

Farfetch sought help from social influencers to inspire purchases for this year's fall and winter through the use of imaginative imagery and organic activity.

The online retailer's #TheOne campaign aggregates content posted on Instagram by special influencers. The curators are promoting posts regarding the one item they cannot live without this fall and winter, hoping to usher in purchases through direct links and inspire posts from general consumers as well ([see story](#)).

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