

APPAREL AND ACCESSORIES

Roger Vivier draws on international influences for colorful spring effort

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Sofia Sanchez de Betak for Roger Vivier

By SARAH JONES

French footwear and accessories label Roger Vivier is speaking to the urban nomad in an artsy film featuring a globetrotting influencer.

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Roger Vivier tapped Argentinean art director and fashion consultant Sofia Sanchez de Betak as the face of its spring/summer 2017 collection, casting the front row regular in a playful video by artist Quentin Jones. Bringing these two personalities together may help Roger Vivier make a splash, while also interpreting the brand through new perspectives.

Roger Vivier was reached for comment.

On the move

Ms. Sanchez de Betak began her career in magazines, and then joined New York-based advertising agency Lloyd & Co. as an art director after college. She then went on to work independently, collaborating with brands such as John Hardy, Belstaff, Ermenegildo Zegna and Neiman Marcus.

Today, the New Yorker acts as a model influencer and leveraged her love of travel for an online store selling designs produced in collaboration with local artisans. She also developed a line of Greece-inspired luggage with Globe Trotter for The Luxury Collection ([see story](#)).

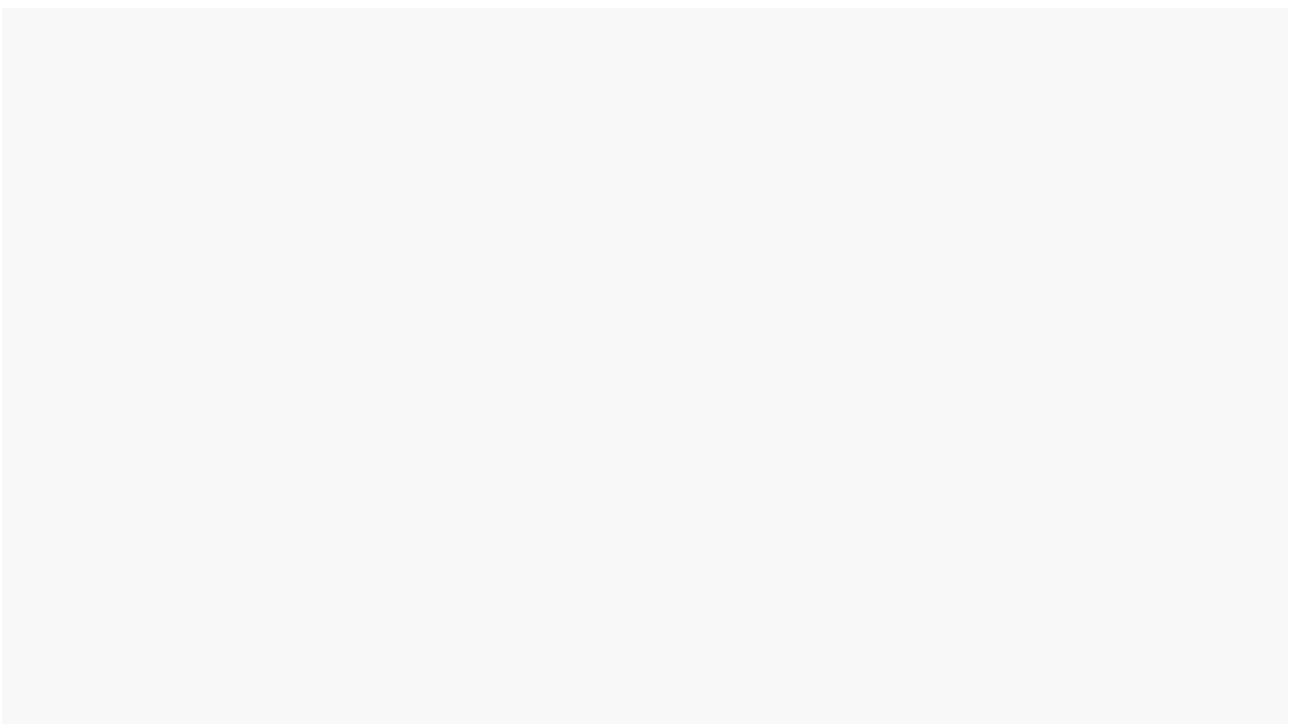


Sofia Sanchez de Betak for Roger Vivier

Roger Vivier's video showcases the global concept of its spring/summer 2017 collection, which is designed to be at home anywhere in the world due to its multicultural influences.

For this effort, Ms. Jones used her typical collage format, capturing Ms. Sanchez de Betak in a kaleidoscope of footage and animations.

The campaign face dances alongside herself, with a line of her disembodied legs shimmying to the upbeat soundtrack. Playing into the whimsical nature of the shots, the model also uses handbags as a prop and makes over-the-top faces.



D-DAY! Discover the new #RogerVivier #SS17 film: Sofia Sanchez de Betak by Quentin Jones #UrbanNomad

Along with acting as the face of the collection, Ms. Sanchez de Betak was also the inspiration behind the Viv'Tango handbag, which is fashioned in a bright red leather with laser-cut flowers indicative of South America.

Artist's touch

Ms. Jones is also a frequent collaborator in the luxury industry.

In 2015, British stationer Smythson put a new spin on its holiday gift selection in a surreal collage by the artist.

"Wonderland" uses Ms. Jones' stop-motion animation style to enliven traditional present ideas such as notebooks and jewelry boxes. While an element of the expected is welcome at the holidays, pushing boundaries can help a storied brand stand out and retain a contemporary appeal ([see story](#)).

The artist has also worked with Neiman Marcus and Louis Vuitton ([see story](#)).

Playfulness is at the heart of the Roger Vivier brand personality. For an earlier season, the label showed off its latest styles through a retro-futuristic comic book-themed spring catalog.

"Super Vivier" told the story of a fashionable woman and her sidekick shoes and handbags who help her defeat boring style. By featuring its products in the context of a narrative, the brand lengthens the time consumers will likely spend engaging with the new collections ([see story](#)).