

APPAREL AND ACCESSORIES

Manolo Blahnik extends Farfetch partnership from backend to exclusive capsule

March 7, 2017



Manolo Blahnik Scipios, available only on Farfetch

By STAFF REPORTS

British footwear label Manolo Blahnik has found the perfect sole mate in ecommerce retailer Farfetch.

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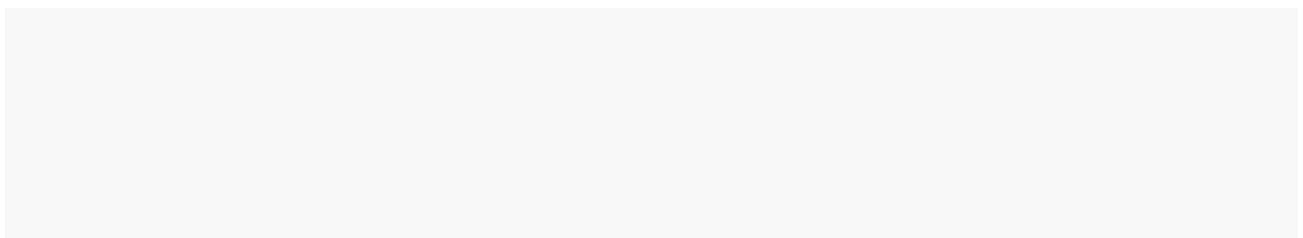
Manolo Blahnik has selected Farfetch as the exclusive retailer of its new style, Scipios. The footwear label has its own network of boutiques and a presence in major luxury department stores, but has increasingly turned to online sellers for exclusive offerings such as Farfetch competitor, Net-A-Porter ([see story](#)).

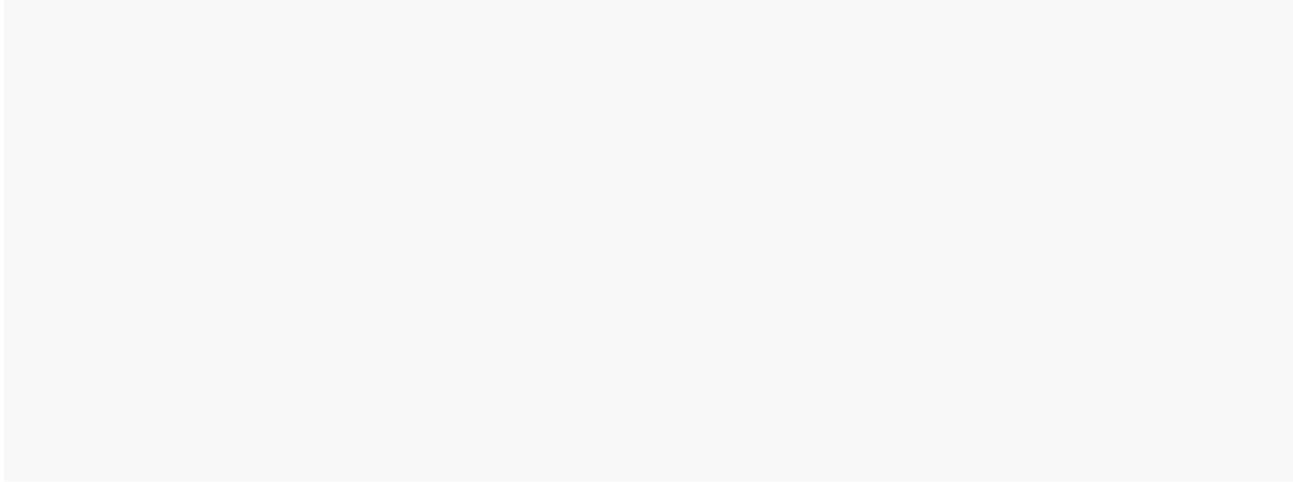
Perfect match

Farfetch describes the capsule collection as a marriage between Manolo Blahnik's elegance and craftsmanship and its contemporary edge. The result is the limited-edition, made-in-Italy Scipios.

The strappy, pointed-toe stiletto is available in pink, nude, black, white and orange to appeal to Farfetch's fashion-forward audience. Each color is given a personality, with pink Scipios being "the romantic one" and orange labeled as "the wild one," for example.

This concept is expanded on further in a 46-second promotional video. The clip begins by asking consumers, "Are you looking for #TheOne?"





It's time to meet your @manoloblahnikhq sole mate! Whether you're looking for The Romantic One' or The Mysterious One' or something in between, find #TheOne for you in the exclusive Scipios collection on #Farfetch. #linkinbio

A post shared by Farfetch (@farfetch) on Mar 7, 2017 at 6:04am PST

The personality of each shoe is then explored from the knee down with footwork evoking the quality. A model wearing the Scipios in black is described as the "mysterious one," in addition to nude as "playful" and white a "modernist."

Farfetch's exclusive capsule of Manolo Blahnik's Scipios retail for approximately \$810.

Manolo Blahnik's relationship with Farfetch also includes behind-the-scenes support for its monobrand ecommerce site.

Farfetch's Black & White service operates manoloblahnik.com, where the brand sells its entire catalog of men's and women's shoes, handbags and an edit of books relevant to the brand ([see story](#)).

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