

APPAREL AND ACCESSORIES

Manolo Blahnik teams with Moda Operandi for autumn 2017 collection pre-orders

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Manolo Blahnik autumn 2017 collection trunk show on Moda Operandi

By STAFF REPORTS

Footwear label Manolo Blahnik is sharing its craft and creativity with its first trunk show hosted by Moda Operandi.

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Manolo Blahnik made its Moda Operandi debut on March 14 with its autumn 2017 collection, including 32 styles. Recently, Manolo Blahnik has aligned with online sellers to make its footwear available for consumers who prefer ecommerce.

Boots and trunks

The trunk show will extend from March 14 to March 30, allowing consumers to pre-order pairs from the autumn 2017 collection.

"We are delighted to debut Manolo Blahnik, one of the industry's most iconic and respected brands on Moda Operandi," said Deborah Nicodemus, CEO of Moda Operandi, in a statement. "Mr. Blahnik understands design, values craftsmanship and infuses newness each season while maintaining the classic elements women love.

"We aim to dress our clients from head-to-toe, literally," she said.

Shoes in the collection draw inspiration from Scotland's romantic landscape and organic shapes. Styles include a mixture of updated classics such as Manolo Blahnik's Hangisi, the Arleti and the Bipunta.

Several new styles by Manolo Blahnik have also been included the Moda Operandi trunk show.



Promotional image for the Manolo Blahnik trunk show on Moda Operandi

"We are delighted for Manolo Blahnik to launch on Moda Operandi with a preview of our autumn 2017 collection," said Kristina Blahnik, CEO of Manolo Blahnik, in a statement. "Moda Operandi embodies the sense of luxury and sophistication providing the most unique service and exclusive access for clients. It was a natural decision to collaborate with them."

Manolo Blahnik has worked to expand its retail presence to include major online players.

For example, British footwear label Manolo Blahnik found the perfect sole mate in ecommerce retailer Farfetch.

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](#)).