

APPAREL AND ACCESSORIES

Roger Vivier gives consumers an education at the Belle Vivier School

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Belle Vivier School gives out fashion tips and history of Roger Vivier. Image credit: Roger Vivier

By DANNY PARISI

French footwear and accessories label Roger Vivier is promoting its new Belle Vivier shoe line with a playful and educational video series featuring brand ambassador Ines de la Fressange.

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The videos, entitled "Ines and Samar's Belle Vivier School," feature Ms. de la Fressange as the resident expert on Belle Vivier shoes. In the films, the French model and style icon doles out factoids and advice on the history of Roger Vivier, Belle Vivier and how best to style the shoes.

School is in session

In the Belle Vivier School videos, Ms. de la Fressange plays the role of a teacher, known as Professor Vivier.

Accompanying her is a young woman named Samar who acts as a foil, asking her questions about Belle Vivier and fulfilling the role of subject in Ms. de la Fressange's fashion experiments.

In one episode, Samar asks Ms. de la Fressange why the shoes are called Belle Vivier. Her reason is that in 1967, actress Catherine Deneuve appeared in the film "Belle du Jour" wearing Roger Vivier shoes.

In honor of that film, the shoe line is now referred to as Belle Vivier.

Roger Vivier's Ines & Samar in Belle Vivier School, episode 4

Each video is set in a plain white room with various graphics and visual elements added over the women. Ms. de la Fressange is featured in every video, with Samar included in most of the vignettes.

In another video, Samar is wearing jeans that are far too long and cover up her shoes. Ms. de la Fressange has her lie on her back with her legs up in the air and cuts her jeans with scissors until they are short enough that her shoes can be seen.

Throughout the videos, Belle Vivier shoes are referred to as "the shoe of Paris," a theme that runs through all of Belle Vivier's promotions.

Some of the fashion advice given from the videos is tongue-in-cheek.

For example, Samar asks the best way to pack Belle Vivier shoes and Ms. de la Fressange explains that the only way to pack them is to put them in their own dedicated case filled with pink feathers.

Tonal variety

While this video campaign takes a lighthearted approach, some of Roger Vivier's recent ad spots have been more artistically-minded.

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 ([see story](#)).

Roger Vivier's Ines & Samar in Belle Vivier School, episode 1

Another short film was focused on the character of an artist.

Roger Vivier's "Belle de Nuit" tells the story of a singer, played by model Louise Follain, as she records a track in a studio, appears on stage at a night club and wanders Parisian streets in the dark. Through the painstaking process of getting the record right, Roger Vivier's shoes and handbags become an extension of the artist's feminine, joyous persona ([see story](#)).

With a wide variety of tones to its video marketing, Roger Vivier has embraced social video as a useful tool in promoting its latest collections.

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