

APPAREL AND ACCESSORIES

Kenzo moves into pop-up shop for footwear launch

September 14, 2017



Promotional image for Kenzo Move pop-up. Image credit: Kenzo

By STAFF REPORTS

French fashion label Kenzo is turning the premiere of a new sneaker style into an event with a Paris pop-up.

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From Sept. 14-24, the brand has set up shop at 16 Boulevard des filles du calvaire, allowing visitors to get their hands on the Kenzo Move footwear before it debuts globally. In addition to offering early purchasing, the pop-up is hosting a dance-themed day to further engage consumers around the line.

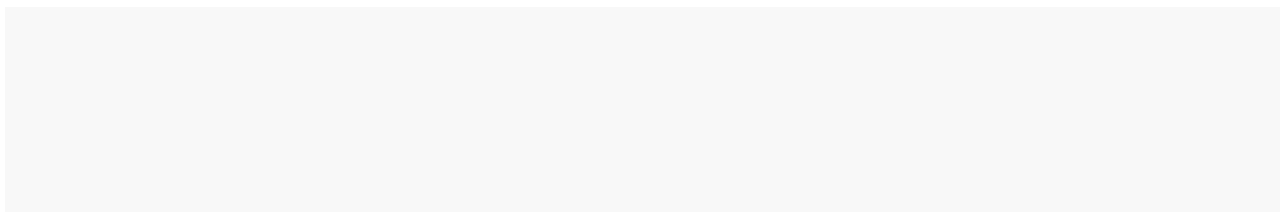
Feet first

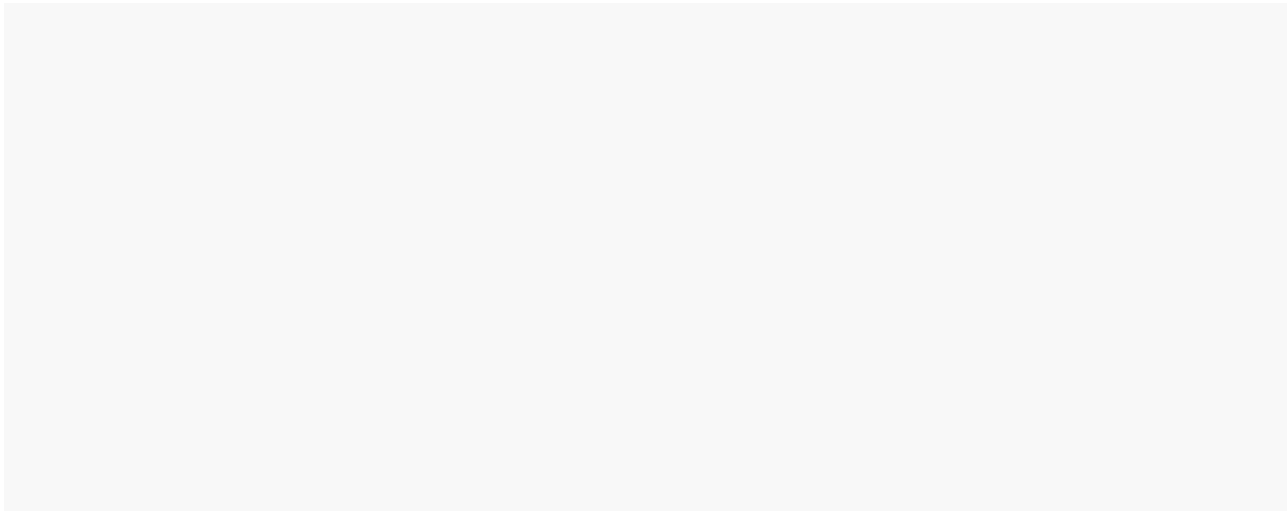
The Kenzo Move sneakers are part of the brand's La Collection Memento n 1 runway line shown during Paris Fashion Week in March. For this combined women's and menswear collection, creative directors Carol Lim and Humberto Leon took inspiration from Kenzo's archives.

Kenzo Move features a tiger motif on the side of the shoe. The lace-up sneaker is available in six color ways that range from black to multi-hued.

"By using an archival tiger motif and creating the new shape of the sneaker, we feel like this sneaker is perfectly relevant for today," said Ms. Lim and Mr. Leon in a joint statement.

A video produced to promote the sneaker features two models on a deserted landscape. The film follows them as they run, with their fashions a foil to the otherwise bleak scene.





Discover KENZO Move, the new iconic sneaker from La Collection Memento n 1. Subscribe to the pre-order now on KENZO.com. Coming soon! Video by @traum.inc and music by @brrr_plays and @lafawndah_.

A post shared by KENZO (@kenzo) on Sep 4, 2017 at 9:38am PDT

Ahead of the sneaker's official debut on Sept. 23, Kenzo has opened a pop-up centered on the shoe.

On Sept. 15 from 12 to 4 p.m., the brand will host an event complete with dancers, battles and the opportunity for visitors to try their moves on a dance machine. The individual with the highest score will win a pair of Kenzo Move shoes.

Sports footwear is on point to become a major component of the luxury shoe market, according to new research from Fashionbi.

The subsegment of the footwear industry has seen a 7 percent compound annual growth rate, which is leading the entire footwear industry. This will likely continue to trend upward with demand and sales rising ([see story](#)).

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