

APPAREL AND ACCESSORIES

Goop, Christian Louboutin capsule designed to meet all foreseeable wardrobe needs

September 19, 2017



Christian Louboutin sketching a design for Goop. Image credit: Goop

By STAFF REPORTS

British footwear designer Christian Louboutin has collaborated with Gwyneth Paltrow's Goop on a four-piece capsule collection.

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Ms. Paltrow launched Goop in 2008 as a lifestyle and wellness newsletter before expanding into additional categories. In addition to its editorial content and newly launched print magazine published by Cond Nast, Goop now offers its own wellness and personal care lines, apparel and a curated selection of goods backed by the brand and sold on its ecommerce platform.

Heart and sole investments

The Christian Louboutin x Goop collaboration was born from the personal friendship between the footwear designer and Ms. Paltrow.

Although the Goop name itself can be polarizing due to some consumers' disdain for Ms. Paltrow's lifestyle choices and the products promoted by her company, the Christian Louboutin capsule is based on timeless designs.

"Goop's fashion ethos has always centered on trendless quality," Ms. Paltrow said in a statement shared on the Goop Web site. "It was an honor to work with Christian and his team to design the quintessential collection of fall classics: true investment pieces that we – and eventually our daughters and nieces – will wear for years."



Christian Louboutin and Gwyneth Paltrow are longtime friends. Image credit: Goop

The four-piece collection, designed to respect the aesthetics of both Goop and Christian Louboutin, has resulted in styles that are classic, dramatic, elevated and sexy.

Each style is meant to "meet every foreseeable wardrobe need." The utility of the designs make the shoes appropriate for the workweek and weekend and the styles can either be dressed up or casually worn.

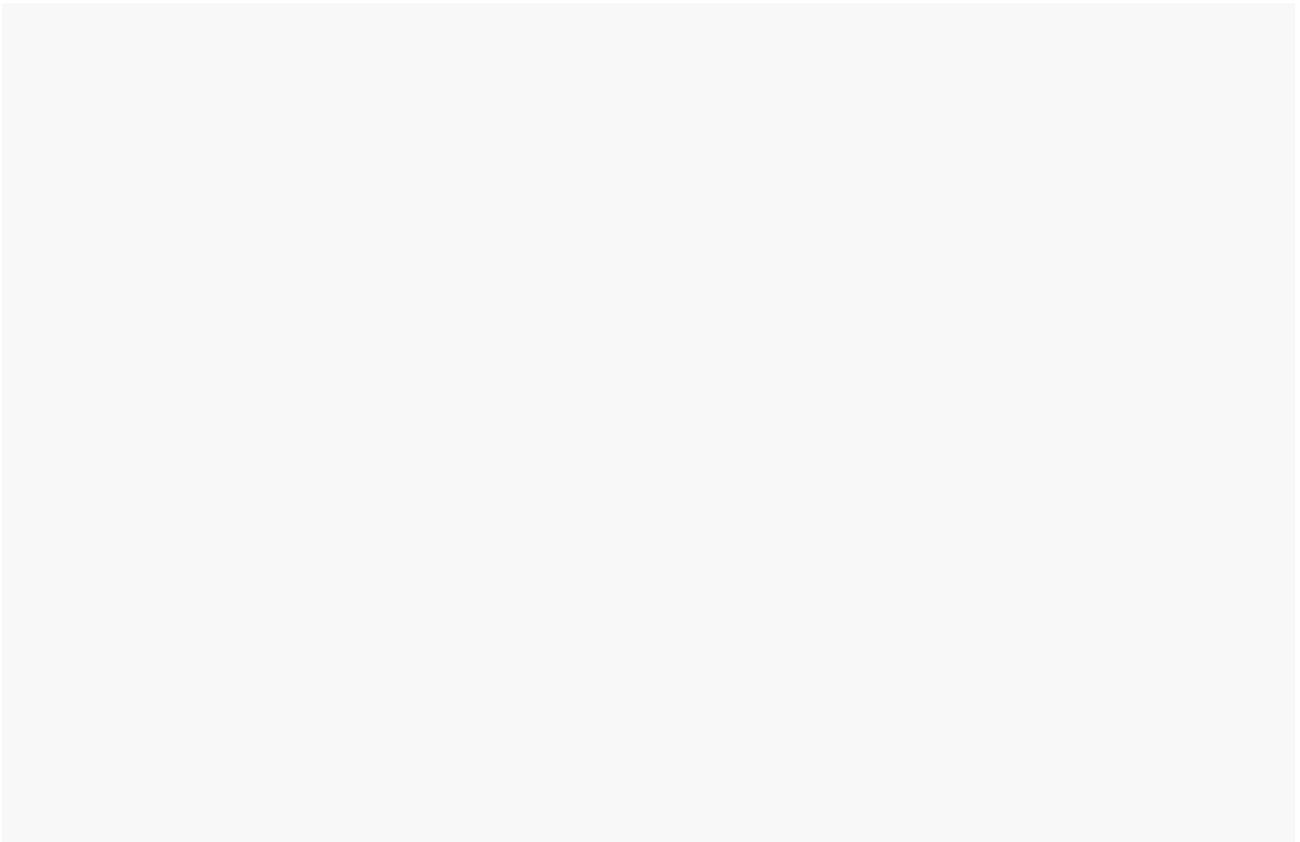
Included in the collection are a teal suede Konstantina stiletto with a pom-pom detail, a black Bow-T satin pump with a hand-tied tonal bow finish, a rounded toe, stacked heel black leather Marchapp bootie and a grey flannel lovely flat with black suede tassels and spiky toe.

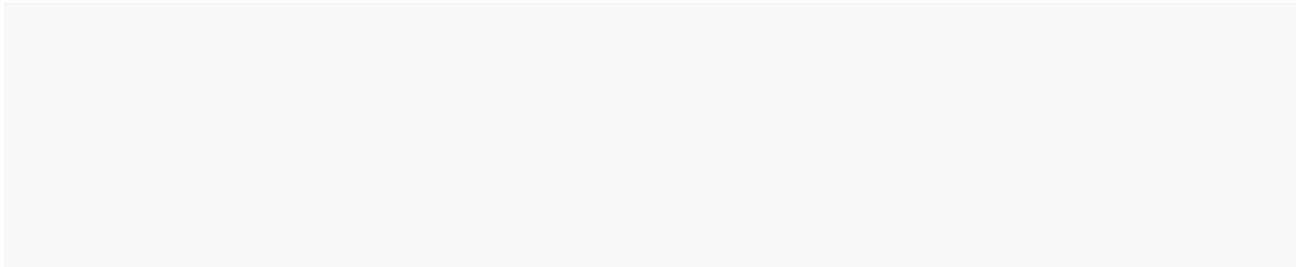
Prices for the shoes, available only at Goop, range from \$795 to \$945.

"I remember the first conversation which led us to the collaboration," Mr. Louboutin said in a statement for Goop.

"There is nothing that I favor more than a good tte-tte, and for that, Gwyneth is a great partner in crime.

"When friendship meets work, the results are serious fun," he said.





The goop x @LouboutinWorld limited edition capsule collection is here. Four timeless styles, dreamed up by GP and the legendary designer Christian Louboutin, that are meant to meet every foreseeable wardrobe need [Link in bio](#) for the story behind the collaboration and to shop.

A post shared by goop (@goop) on Sep 15, 2017 at 11:58am PDT

Recently, Goop has expanded its partnerships with luxury brands.

In May, Goop brought its holistic curation to department store chain Nordstrom in a series of pop-up shops across a selection of the retailer's locations.

The Goop-in@Nordstrom, a play on the department store's pop-up concept, Pop-in@Nordstrom, launched May 12 at eight of Nordstrom's locations. The limited time pop-up marked the first time Goop has had a concurrent retail presence in more than a single market at a time and was its first partnership with a major retailer ([see story](#)).

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