

APPAREL AND ACCESSORIES

Roger Vivier lays out crash course in Paris style

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Image from Roger Vivier's "The Perfect Parisienne" campaign. Image credit: Roger Vivier

By SARAH JONES

French footwear and accessories label Roger Vivier is prompting consumers to embrace their inner Parisienne through a remote course.

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The brand's short film "The Perfect Parisienne" builds off outsiders' desire to achieve a Parisian sense of style, playfully explaining the rules locals live by. In the video, Roger Vivier's shoes and bags become part of the story, helping to build up the character of the ideal Paris native.

"I believe Roger Vivier went with this faux educational concept for this film as a form of humor to engage with their target market," said Dalia Strum, professor at the [Fashion Institute of Technology](#) and founder of [Dalia Inc.](#), New York.

"It was an effective strategy as it kept a fast pace, told an interesting story and highlighted their products throughout the concept without creating a negative sales sentiment," she said.

The product placement was strong and strategic and created a desire to say "I like those shoes" as opposed to broadcasting the entire collection. There's something to be said about the Street Style strategy and creating a demand for products that other people are wearing in their regular lifestyle.

Ms. Strum is not affiliated with Roger Vivier, but agreed to comment as an industry expert. [Roger Vivier](#) was reached for comment.

In a Parisienne's shoes

Roger Vivier's film opens as a young woman, played by model Anastasia Vorontsova, checks into a hotel. While the protagonist climbs a winding staircase, a phone call begins and a female voiceover explains that the caller has reached a long-distance course in being Parisian.

The film continues as the woman is seen following the instructions of her suitor to varying degrees.

Tips include taking a bath, which the model does while wearing a pair of Roger Vivier pumps, and walking straight, a

feat the woman attempts while balancing books and a block-heeled shoe on her head.

The narrator also explains that Parisian girls do not forget their berets. The woman, who has just boarded an elevator with an unaccessorized head, drops her keys and has a hat atop her hair before the keys are picked up.

While the teacher points out that being able to play an instrument is essential, the model can be seen lounging across a piano or playing its keys with her sandal-clad feet.

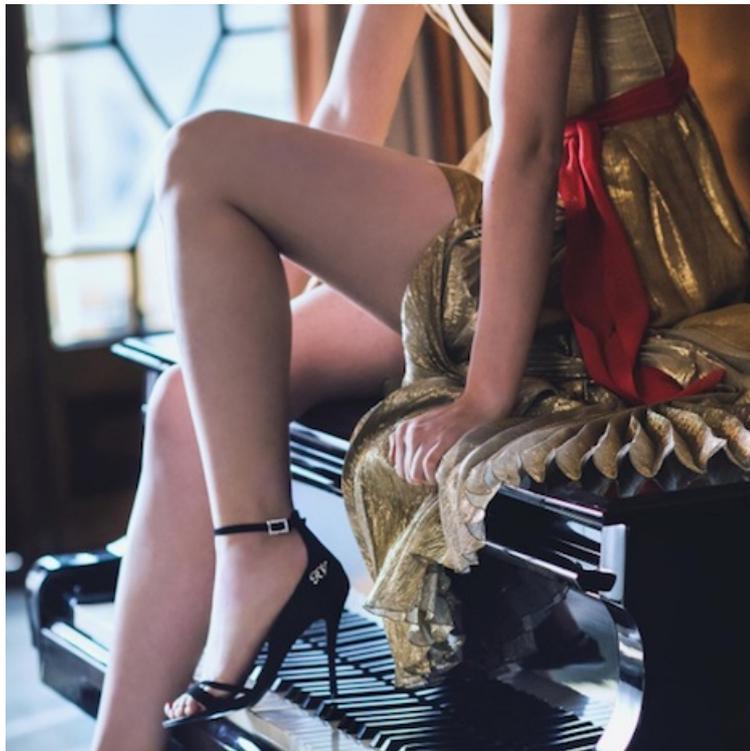


Image from Roger Vivier's The Perfect Parisienne. Image credit: Roger Vivier

Paris has 250 days a year of sun, but the voiceover encourages preparedness. The model then blows out a match and sets off a sprinkler, taking refuge under an umbrella.

As she acts out the rules of being a good Parisienne, the star of the film maintains a deadpan expression, adding to the quirkiness of the content.

Roger Vivier's content, which was directed by Victor Claramunt and conceived by Anas Paris, is a promotion for the brand's fall/winter 2017 collection. While the handbags and footwear are not the sole focus of the short film, the video does showcase the products throughout in a more organic fashion.

Roger Vivier "The Perfect Parisienne FW17/18"

Telling stories

Roger Vivier has lately been preferring a narrative approach to promoting its shoes and bags.

The label spotlighted its fall/winter 2016-17 collection through a lively nighttime tale.

"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](#)).

Through digital content, the brand has further showcased its personality, opting for efforts with a touch of humor.

For instance, Roger Vivier promoted its new Belle Vivier shoe line with a playful and educational video series featuring brand ambassador Ines de la Fressange.

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 ([see story](#)).

"[The film] highlighted a strong, authoritative point of view and consumers like it when brands have a perspective,"

Ms. Strum said. "It allows them to determine if it's a good fit within their personal brand."

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