

APPAREL AND ACCESSORIES

Louboutin's name carries its latest vibrant collection

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Christian Louboutin doubles as designer in actor for latest collection.

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French footwear label Christian Louboutin's founder is taking his "signature" approach to design literally for the brand's latest collection.

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"Loubitag" is the newest collection from Louboutin, which is embellished with a variety of different doodles and signatures from Christian Louboutin himself. A comedic film accompanies, also featuring Mr. Louboutin.

Signature designs

To celebrate Mr. Louboutin's energetic and fun nature, the whimsical collection features a variety of accessories donning vibrant doodles and designs from the founder. The line features bags, book bags, footwear and wallets.

Mr. Louboutin stars twice in the film to celebrate the new collection. Made in the style of a classic silent film and in black-and-white, the short depicts the designer hard at work on a bag design.

'LOUBITAG' FILM BY PABLO LOPEZ



Loutibag Film. Image credit: Louboutin

As he tries to embellish the bag, he has trouble finding the right design. He tries different adornments in various

places on the bag, but the designer still cannot find the right design.

While he continues to figure out how to design the bag, an accident occurs. A painter, who is also played by Mr. Louboutin but with a comedic fake mustache, accidentally drips paint on the bag.

At first upset, the designer yells at the painter and seems frantic that his design is ruined. He tries to blot the paint out of the bag to no avail.

On a whim, he takes a marker to the paint spot and bag and turns it into a heart. He adds a few more designs and realizes he is on to something.

The designer continues to draw and doodle on the bag. He waves his hand over the bag and its doodles, which then turn from white to vibrant colors.



Loubitag collection. Image credit: Louboutin.

He finishes the design by adding his signature. A wide-angle shot, still in black and white, features Mr. Louboutin amongst his new products, with the only color being the designs on the accessories.

Louboutin marketing

French footwear label Christian Louboutin also recently designed its first pair of red-soled baby shoes.

Referred to as "Loubibaby's," baby shoes are a continuation of Christian Louboutin's collaboration with Gwyneth Paltrow's lifestyle brand Goop. The four-piece capsule was designed to include styles meant to "meet every foreseeable wardrobe need," which has now been extended to the daughters of Louboutin-loving mothers ([see more](#)).

Footwear designer Christian Louboutin also just traveled from Paris to Kolkata, India to present an exclusive, ultra-limited-edition capsule collection for men and women.

Christian Louboutin's project saw the footwear brand partner with Indian haute couture designer Sabyasachi Mukherjee, a favorite of Bollywood stars. The capsule, which marked the third collaboration between the two designers, includes one-of-a-kind and some made-to-measure styles in sari fabrics from Mr. Mukherjee's personal collection ([see more](#)).