

APPAREL AND ACCESSORIES

## Kenzo displays collection vivacity in colorful dance effort

January 4, 2018



*Kenzo Move Revolution La Collection Memento N 1. Image credit: Kenzo*

By STAFF REPORTS

Parisian fashion label Kenzo is translating colors into movement for its spring/summer 2018 footwear collection.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

The LVMH-owned fashion label invited held a global casting for dancers who would be selected to bring the colors of Kenzo Move sneakers to life. Led by Carol Lim and Humberto Leon, Kenzo takes a global citizen and colorful approach to its fashions and marketing strategies.

### Moving colors

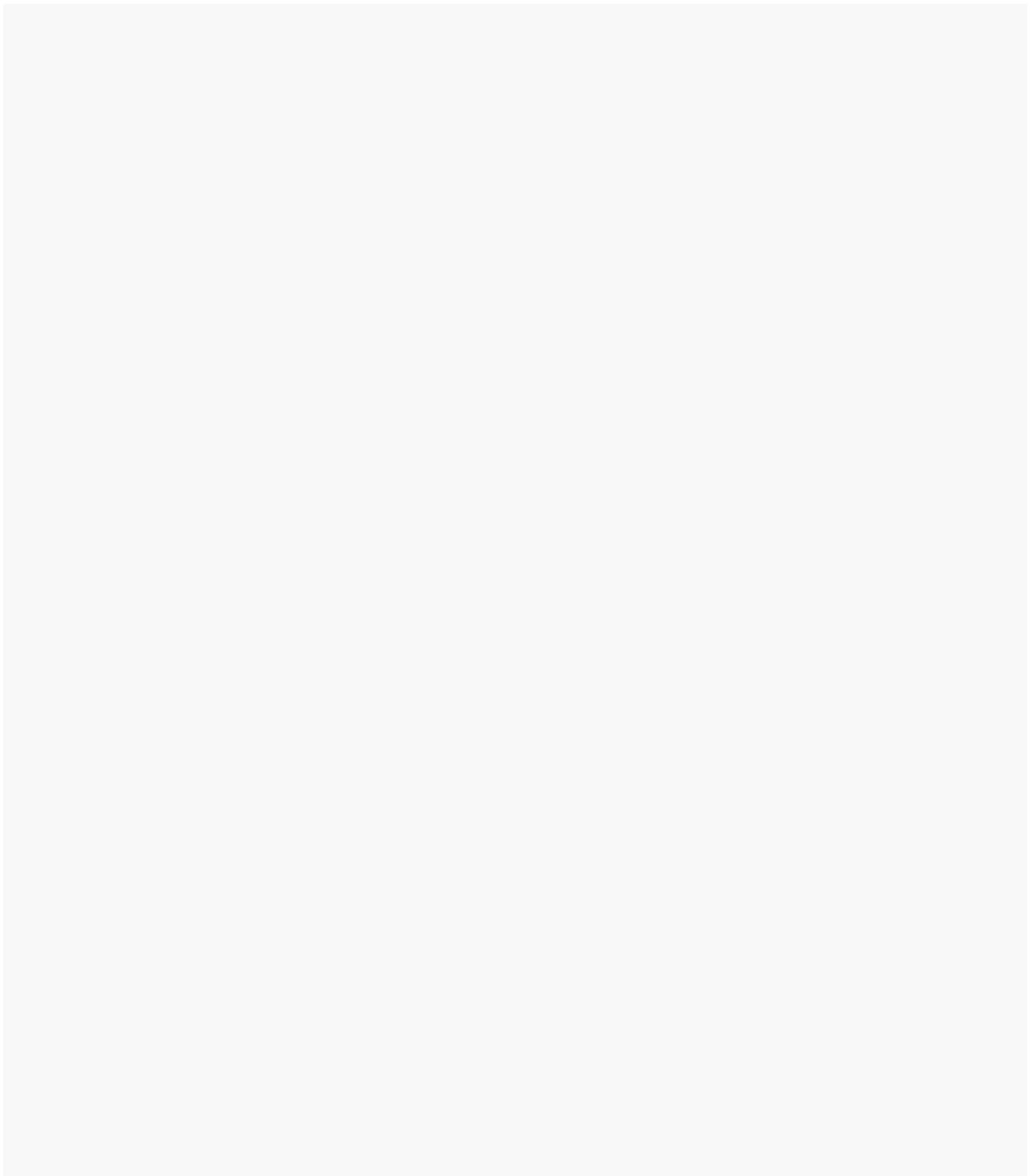
Kenzo is beginning the new year with a burst of color and freshness to promote its brightly colored Move sneakers.

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.

To promote the collection, which includes new colors for spring/summer 2018, Kenzo collaborated with international dancers for its campaign. In addition to different nationalities, the dancers cast also have an individual style, including ballet, hip-hop, electric and modern, among others.

The resulting campaign creative includes choreography arranged by the duo I Could Never Be A Dancer. The cast dances against a red backdrop, dressed in Kenzo ready-to-wear and Move sneakers.



The #KENZOMove sneaker is back for 2018 with a burst of multicolored freshness, and new colors call for new movements! Discover the new campaign featuring exceptional dancers from different fields and nationalities who express the vivacity and energy of the new kicks through dance. Get your pair of #KENZOMove on Kenzo.com (link in bio) and in your closest store. #KENZOMoveRevolution Choreography: @icouldneverbeadancer Music: @lafawndah\_ and @brrr\_plays Video: @5fruits

A post shared by KENZO (@kenzo) on Jan 3, 2018 at 8:58am PST

Each dancer is meant to be an incarnate of a different color. The colors represented include dark blue, pink, red orange and yellow.

Music by frequent Kenzo collaborator Lafawndah accompanies the video dance vignettes. Lafawndah also created the music for Kenzo's spring/summer 2018 runway presentation held in Paris.

Kenzo's campaign stills and video were shot by 5Fruits, a videography and photography collective.

The Move sneakers for spring/summer 2018 are available in light grey, dark blue and pink for women and light grey, red orange, blue and yellow for men. The season's Move sneakers joins Kenzo's existing collection including red, royal blue, navy and black color options.



*Kenzo Move La Collection Memento N 1 campaign still. Image credit: Kenzo*

Kenzo Move spring/summer 2018 will be available at Kenzo boutiques and partner retailers for \$195.

Also, back in September, Kenzo held a pop-up shop at 16 Boulevard des filles du calvaire in Paris, allowing visitors to get their hands on the Kenzo Move footwear before the global debuts. In addition to offering early purchasing, the pop-up hosted a dance-themed day to further engage consumers around the line ([see story](#)).

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.