

APPAREL AND ACCESSORIES

Roger Vivier names Gherardo Felloni creative director

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Roger Vivier has a new creative director. Image credit: Roger Vivier

By STAFF REPORTS

French footwear and accessories label Roger Vivier has appointed Gherardo Felloni as its new creative director.

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Mr. Felloni was most recently the design director of women's footwear, leather goods and jewelry at Miu Miu. At Roger Vivier, he succeeds Bruno Frisoni, who left the Tod's Group-owned label in February.

Feet first

During his 16-year tenure at Roger Vivier, Mr. Frisoni made the classic label more contemporary. Well-known for the buckle pumps worn by Catherine Deneuve in the 1967 flick "Belle de Jour," he brought the brand's Parisian approach into the 21st century.

Lately, Roger Vivier has spoken to a younger audience, linking with personalities such as blogger Jeanne Damas and stylist Camille Seydoux ([see story](#)).

Mr. Frisoni also expanded Roger Vivier's collections, turning what was solely a footwear brand into a broader business with handbags and accessories.

Now, Mr. Felloni is taking up the design reins of the more than 80-year-old brand. The designer's resume includes a number of behind-the-scenes roles, including heading up women's shoes at Dior.



Gherardo Felloni is the new creative director of Roger Vivier. Image credit: Roger Vivier

Per Women's Wear Daily, Mr. Frissoni has also designed footwear for brands including Helmut Lang and Fendi.

"Roger Vivier is the absolute reference of luxury shoes," Mr. Felloni said in a statement. "I have always been fascinated by Mr. Vivier as a master of modernity, his ultimate chic and endless creativity.

"I feel honored to be part of Roger Vivier today and develop it further, respecting its heritage and tradition while adding a contemporary and modern take, something Mr. Vivier has always demonstrated."

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