

APPAREL AND ACCESSORIES

## Roger Vivier jaunts to French Riviera for lifestyle lessons

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*Roger Vivier is taking its Parisian lifestyle to Saint-Tropez. Image credit: Roger Vivier*

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By SARAH JONES

French footwear and accessories label Roger Vivier is proposing that a Parisian style of living is possible regardless of physical location.

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For the second installment of the brand's "The Perfect Parisienne" films, Roger Vivier took a holiday to Saint-Tropez. Through a series of playful tips, viewers are taught how to emulate a French way of life with help from the right outfits.

**Roger Vivier** was reached for comment.

### Lessons in luxury

Last fall, Roger Vivier prompted consumers to embrace their inner Parisienne through a remote course.

The brand's short film built 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 became part of the story, helping to build up the character of the ideal Paris native ([see story](#)).

Now the brand is releasing a follow-up, taking a pair of Parisienne women on vacation in a film directed by Victor Claramun.



*Roger Vivier has taken its shoes on holiday. Image credit: Roger Vivier*

A female voiceover again provides tricks to achieving the ideal experience. However, this time her advice is centered on the quintessential Parisienne getaway: Saint-Tropez.

Viewers are told to "disconnect, relax and smile" as a phone is taken off the hook in a hotel room.

Next on the list, a model proves how to blend in with nautical striped attire and accessories.

The teacher also prompts consumers to "meet the locals," as one of the models is seen cozying up to a man.

Continuing the idea that the Parisienne is not a wallflower, the short ends by suggesting women make "fireworks on the dancefloor," showing the protagonists twisting and turning.

*Roger Vivier - The Perfect Parisienne Summer Session SS18*

Throughout the film, created by agency Anas Paris, a plethora of Roger Vivier shoes and handbags are seen, as the duo lounges by a pool or hangs on floats.

Playfully Parisian

Beyond the Perfect Parisienne series, Roger Vivier's efforts typically speak to vivacious women with a sense of humor or adventure.

For instance, Roger Vivier promoted its 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](#)).

Roger Vivier also 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](#)).

Roger Vivier is currently undergoing a design shift, as the label just appointed Gherardo Felloni as its new creative director.

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 ([see story](#)).

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