

APPAREL AND ACCESSORIES

I will never do clothing, says Christian Louboutin

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Christian Louboutin is passionate about all his designs, including beauty. Image credit: Louboutin.

By BRIELLE JAEKEL

LISBON, Portugal While speaking at the Cond Nast International Luxury Conference, footwear designer Christian Louboutin expressed his confidence that his eponymous brand will not produce a clothing line in the future.

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With such a thriving footwear label, many have expected Mr. Louboutin to delve into apparel design, but despite many offers the designer is largely disinterested in this line of work. Beauty, on the other hand, is a passion for the designer, which makes the investment in Christian Louboutin Beauty worth it, he explained during a conversation with International Vogue editor Suzy Menkes at the conference on April 18.

"In the beauty industry everything is so ugly," Christian Louboutin, founder of Christian Louboutin. "It is just a line of all the same boxes. So I thought if I do beauty, I want to make sure everything is beautiful."

Beauty is passion

Christian Louboutin Beauty recently lashed out to include a fourth category at its beauty counters.

Since the 2014 debut of Christian Louboutin nail polishes, the footwear designer has introduced a new beauty category on a yearly basis. Christian Louboutin followed its cosmetic entrance with a lipstick range in 2015, which now counts four formulas and a wide variety of color options, and a trio of fragrances last year ([see story](#)).



Christian Louboutin Beaut has partnered with Olivela. Photo credit: Christian Louboutin

Mr. Louboutin explained that when the brand went into designing beauty, he did not want it to be unremarkable.

With so many beauty lines looking generic and packaging being what Mr. Louboutin calls "ugly," he wanted to make a collection that was beautiful.

The designer believes that it is not in his interest to work on something he is not passionate about, and he was about his beauty line.

Mr. Louboutin says that when it comes to his work, if he is fervent about it and it is not successful, the endeavor was still worth it. What matters is being proud of his own designs.

Branching out

When asked whether or not the Louboutin brand will expand to other areas, the designer explained that this likely will not happen.

While shoes and beauty may be small, these products take a lot of time and effort to create. The designer plans to stay "with the little things."

Mr. Louboutin will be focusing on what more he can do within his own projects.



Christian Louboutin speaks with Suzy Menkes at Cond Nast. Image credit: Cond Nast.

He recently took his "signature" approach to design literally for the brand's recent collection.

"Loubitag" is embellished with a variety of different doodles and signatures from Christian Louboutin himself. A comedic film accompanies, also featuring Mr. Louboutin ([see story](#)).

"If you do something that you like, if it is a success it is great, but even if it is not a success, it is OK because it is about being proud of your work," Mr. Louboutin said. "I realize I'm proud of it and that's what matters.

"I'm perfectly happy."