

APPAREL AND ACCESSORIES

Roger Vivier gathers social media stars in print

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#LoveVivier track Parisian style through influencers. Image credit: Roger Vivier

By STAFF REPORTS

French footwear and accessories label Roger Vivier is tapping into the opinions of influencers with a new book release.

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"#LoveVivier" tells the brand's story through the perspective of 17 online personalities. This tome is a mixture of analog and digital, bringing the opinions of Internet entrepreneurs to the page.

Influencer input

Published by Rizzoli, #LoveVivier is was put together by Roger Vivier muse Ines de la Fressange. An influencer and style icon herself, the model gathered a group of women to talk about their experiences with the Roger Vivier brand.

Topics covered in the book include the Parisian lifestyle and the differences between luxury and street style.

Along with text by Ms. de la Fressange, the book includes written passages from blogger and Man Repeller founder Leandra Cohen and Refinery 29 founder Christene Barberich. Author and fashion scholar Arianna Piazza also offers her perspective.

Roger Vivier - #LoveVivier

Among the women featured are Tamu McPherson, Eleonora Carisi and Leaf Greener.

Aside from having an engagement benefit for brands, influencer marketing could also lead to sales, according to new research.

Many luxury brands have adopted influencer marketing strategies, but it is not always easy to connect partnerships with personalities into conversions. A report from Olapic proves the commercial potential of these content collaborations, showing that 31 percent of consumers have bought a product or service because an influencer posted about it ([see story](#)).

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