

APPAREL AND ACCESSORIES

## Roger Vivier reaches broad audience with variety of film formats

July 31, 2018



*Roger Vivier shoes off new ambassador. Image credit: Roger Vivier*

By BRIELLE JAEKEL

French footwear and accessories label Roger Vivier is hoping to embody a true Parisian essence for its fall campaign with a new ambassador and a 24-hour challenge to see the city.

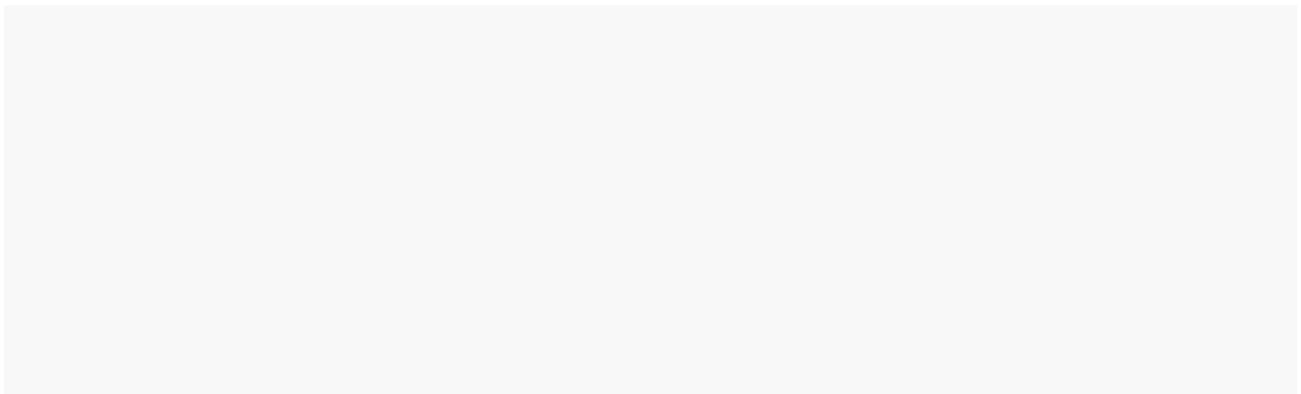
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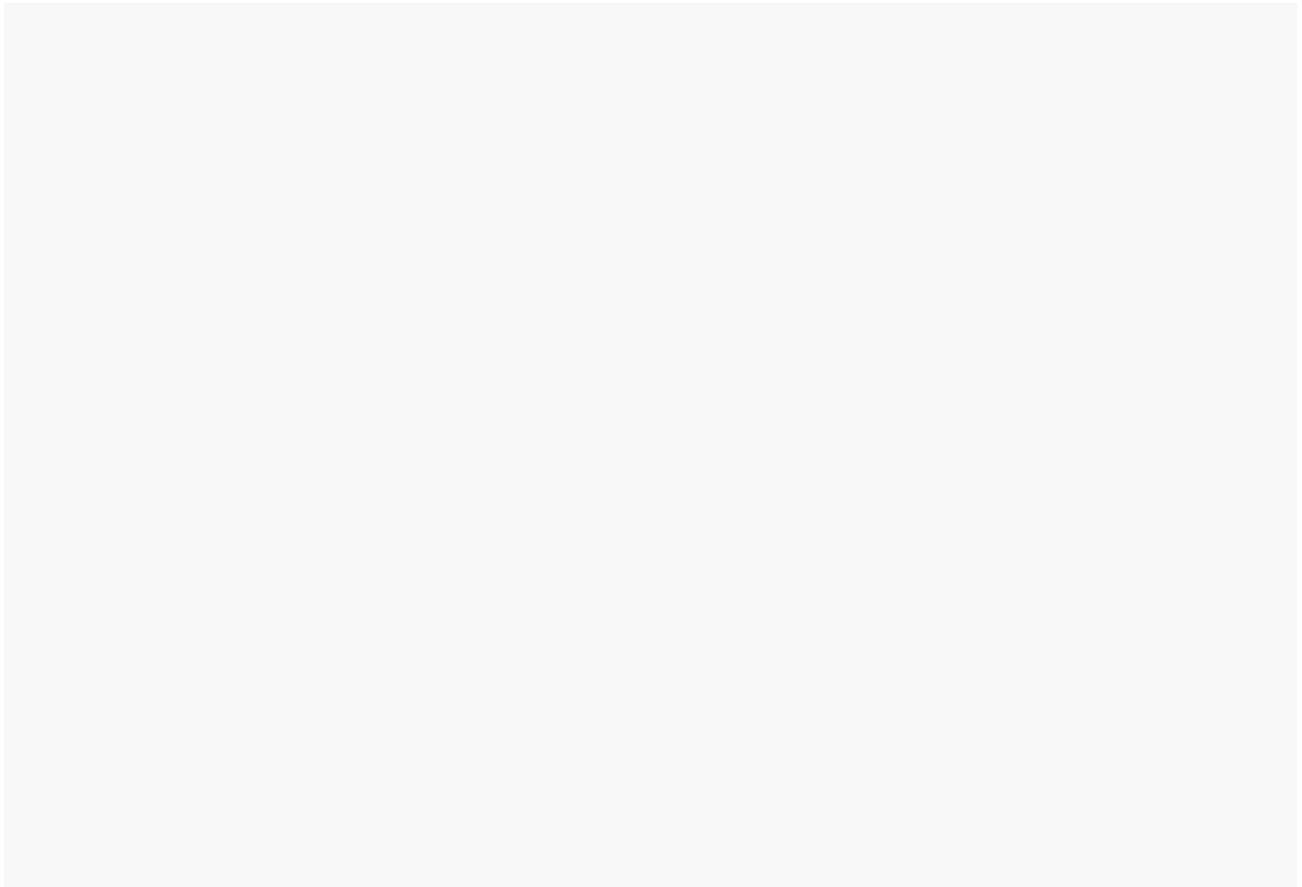
Model and actress Poppy Delevingne is taking viewers on a tour of the French capital, led by her Roger Vivier footwear. For the fall/winter 2018-2019 collection, the ambassador is starring in a variety of campaign content, including a film formatted for IGTV.

"Fragrance is a significant part of the Dior brand, with many of its scents becoming iconic," Ed Flore, analyst at [Media Forecast](#), New York. "It is no wonder why the brand would attempt to mold this into a unique retail endeavor."

Horizontal and vertical

Roger Vivier is showing what it believes is the way to "be a perfect Parisienne for a day" in a third film installment, which is formatted for a variety of social channels, including Instagram's new long-format feature.





So much can happen in 24 hours in the #CityOfLights Stay tuned to see what #RogerVivier is up to!  
#ParisMonAmour #Paris

A post shared by Roger Vivier (@rogervivier) on Jul 28, 2018 at 4:40am PDT

The footwear brand shared a variety of teasers leading up to the campaign launch, only letting on it was Parisian-themed and that a new ambassador would join.

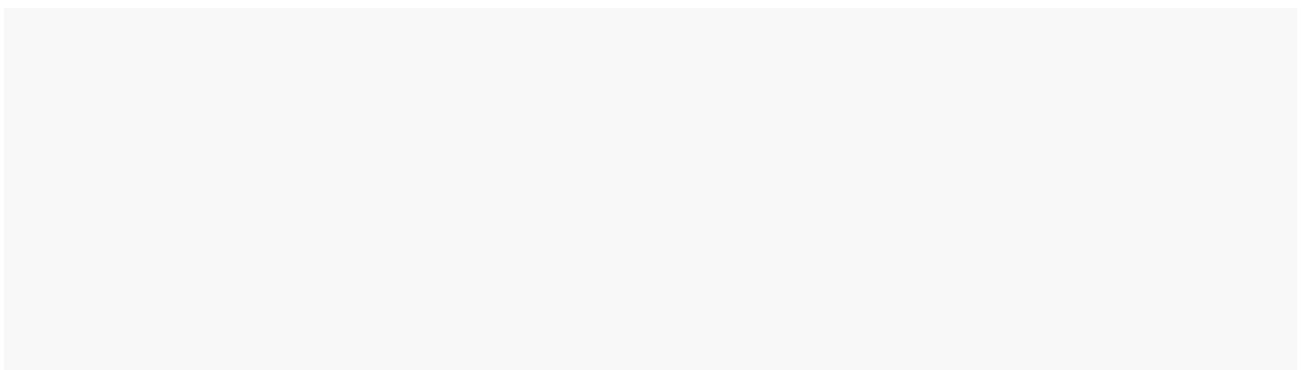
One short video only showed shots of Paris with the caption reading "So much can happen in 24 hours in the #CityOfLights Stay tuned to see what #RogerVivier is up to!"

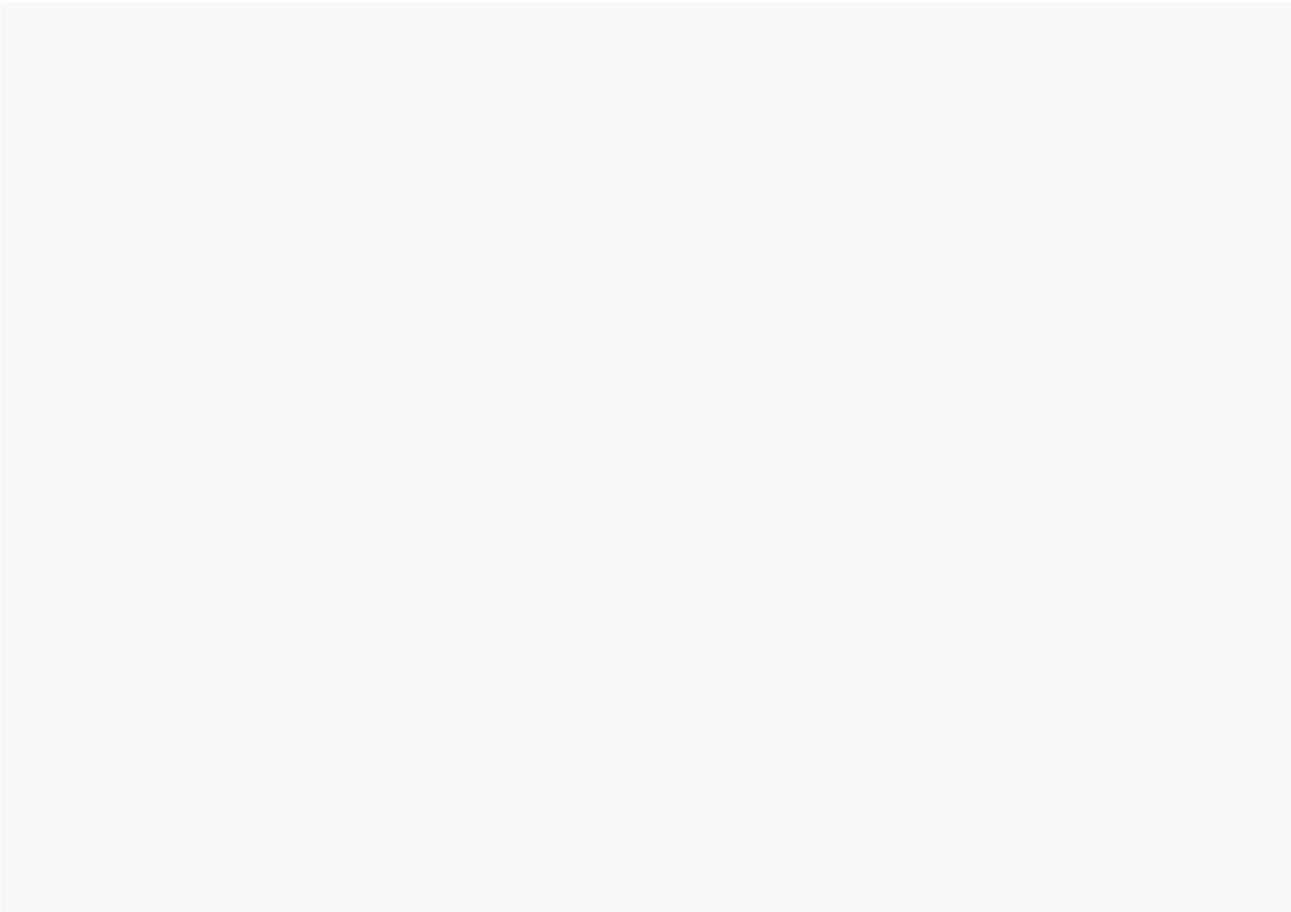
The full film, "A Day in Paris with Poppy Delevingne" is available on IGTV in a vertical format, as well as in a horizontal on other channels such as YouTube.

It opens with a shot of the Eiffel Tower and Ms. Delevingne turning around smiling at the camera. She walks through the city first in thigh-high boots, then in flats, sneakers, booties, heels, bags and more.

Throughout the film, iconic shots of the city are also displayed such as the Roue de Paris, a 60-foot Ferris wheel.

Roger Vivier's film ends with Ms. Delevingne in a car, rolling up the window and blowing a kiss to the camera.





#RogerVivier is honored to reveal the glowing @poppydelevingne as the face of our #FW1819 campaign. A true #StyleIcon in tune with the times. #SneakersAddict #PoppyDelevingne #Paris

A post shared by Roger Vivier (@rogervivier) on Jul 30, 2018 at 6:00am PDT

The multiple viewing formats for the film allow Roger Vivier to have a much broader reach and attain a larger audience.

#### Additional campaigns

Roger Vivier has embraced its French roots in many of its marketing pushes.

The footwear and accessories label recently proposed that a Parisian style of living is possible regardless of physical location.

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 ([see story](#)).

Roger Vivier also tapped into the opinions of influencers with a new book release.

"#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 ([see story](#)).

"Dior has embodied a French style for products and campaign content, which helps elevate the brand's heritage," Mr. Flore said. "Bringing these creations online is a sure way to make its collection easier to buy."