

APPAREL AND ACCESSORIES

Net-A-Porter hosts Aquazzura capsule line inspired by jewelers

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Aquazzura's collection with jewelers. Image credit: Net-A-Porter

By STAFF REPORTS

Luxury ecommerce platform Net-A-Porter and Italian label Aquazzura are collaborating with jewelers for a unique take on footwear.

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Launching Nov. 23, Net-A-Porter will host an exclusive capsule collection from Aquazzura comprised of jewelry-inspired shoes. Fine jewelry designers Ana Khouri, Anissa Kermiche, Sabine Getty, Noor Fares and Venyx World by Eugenie Niarchors have worked with the brand to create footwear products that represent their unique brands.

Capsule collaboration

Comprised of five designers and five pairs of shoes, the collection features footwear that embodies of each jeweler's personality.

Each shoe is featured on the jeweler it was based on in an imagery campaign.

"Each girl is not only a designer I admire, but a friend and a woman whose style I love," said Edgardo Osorio, creative director of Aquazzura, in a statement. "Creating each shoe together to connect the world of jewelry and footwear was a fascinating journey.

"Each shoe is as unique as the women that inspire them," he said. "Net-A-Porter has always been a key global online partner and I'm incredibly excited to launch this very personal project with them."

Mr. Osorio worked with each women on their respective shoe designs.



Each shoe was created with and inspired by jewelers. Image credit: Net-A-Porter

"As a jewelry designer, you must find a way to accentuate the natural elegance of what are arguably the most beautiful materials found on earth," said Ana Khouri, one of the designers featured, in a statement. "The work should have an eternal quality, but one must also aspire to imbue the pieces with another essence that, for me, is much more consequential: I want my work to be ethereal.

"This was always on my mind when designing the Mirian Bracelet, and I felt there was no better piece that translated into a shoe to impart such feeling," she said. "It was a pleasure to collaborate with Aquazzura."

Aquazzura has its sights set on competing with other massive global footwear labels such as Michael Kors' Jimmy Choo with its new expansion plan.

The shoe brand is beefing up its strategy to become a widespread luxury brand with plans to introduce nine new stores of the coming year. Per a report in *Business of Fashion*, Aquazzura will establish itself within new markets where its brand can thrive, as part of an attempt to significantly grow its brand ([see story](#)).

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