

APPAREL AND ACCESSORIES

Roger Vivier shoes spur catfight in comedic short

December 11, 2018



Illustration of Roger Vivier's "Duo des Chats." Image credit: Roger Vivier

By STAFF REPORTS

French footwear label Roger Vivier is showing the lengths that women will go to get their hands on its shoes in a humorous effort.

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"Duo des Chats" finds two sisters delivering an operatic performance while competing over the same pair of Roger Vivier shoes. While most holiday efforts center on heartfelt emotions, some brands prefer to depict the season's more competitive and amusing themes.

The cat's meow

Roger Vivier's film takes place during a holiday party. Actress Catherine Deneuve stars as the mother of twins played by Nadia Tereszkieicz.

As the film opens, the brand's creative director Gherardo Felloni sits down at a piano and begins to play "Duetto buffo di due gatti." The piece, which features music composed by Gioachino Rossini, is vocalized entirely with the word "meow."

The two sisters begin their duet as presents are brought in. While they sing, they notice a Roger Vivier box in their mother's lap.

A fight for footwear ensues, complete with hissing, "claws" and hair pulling. After bringing down a curtain as they wrestle, the daughters each cry out to their mother.

The exasperated Ms. Deneuve is then handed a second box, ending the need for sibling rivalry. As the credits roll, the sisters are seen petting and fondling their new shoes.

Roger Vivier's "Duo des Chats"

Roger Vivier's film, directed by Michael Haussman, is a promotion for a new archive-inspired design by Mr. Felloni. Keeping with the vintage theme, the brand created illustrated posters for the film.

[View this post on Instagram](#)

Today at 3 pm Duo Des Chats for #TresVivier Directed by #MichaelHausman #RogerVivier #SS19
#DuoDesChats

A post shared by Roger Vivier (@rogervivier) on Dec 10, 2018 at 3:02am PST

Instagram post from Roger Vivier

Rather than heartwarming themes, other brands have leaned into the commercialism of the holiday with humorous efforts.

For instance, British leather goods maker Mulberry inspired competitive gifting with its 2014 holiday campaign, #winChristmas.

The campaign centered on a social video, which shows a young woman unwrapping presents from her various family members, who are trying to out-do each other. This film helped position Mulberry as the ideal gift destination, which may have spurred holiday sales ([see story](#)).