

APPAREL AND ACCESSORIES

Christian Louboutin runs with streetwear concept

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Christian Louboutin launches sneakers. Image credit: Christian Louboutin

By BRIELLE JAEKEL

French footwear designer Christian Louboutin's latest design drop exhibits how far streetwear and sneaker culture has come, with the brand updating its style to continue appealing to trend-focused fashion fans.

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The prestigious label, famous for its red-bottom sole, is now dipping its toe into the athletic sneaker category with a new shoe. Through a new campaign, #RunLoubiRun, Christian Louboutin uses a variety of genres to tout the new shoes.

#RunLoubiRun

Ballet, video games and music videos are a few of the motifs that Louboutin has touched upon for its #RunLoubiRun campaign.

Putting a glam spin on the sneaker, Louboutin is releasing a collection of runners with a design reflective of its own brand. While the label got its fame from its iconic pumps with a red bottom, the sneaker takes the brand in a different direction while still catering to the high-fashion fan.

As part of its extensive promotion, Christian Louboutin has launched a collaboration video with music artist Quincy Brown. Set to the artist's new single "Mosaic," the campaign film feels like a music video.

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Introducing the #RunLoubiRun film starring and directed by @Quincy! To mark the debut of #Louboutin's first collection of luxury runners for men and women, the house has tapped Quincy Brown to direct, produce and star in a short film that celebrates the launch through his unique artistic lens. The film, set to his upcoming single "Mosaic" featuring @thecxde, draws from Quincy's collective skill set as an actor, recording artist, entrepreneur and digital innovator to illustrate the visual appeal and technical prowess of the new sneaker styles. Creative Direction: Quincy Brown Talents: Peruvian actress, model and humanitarian @juanaburga starring as the female lead Recording artist, model and entrepreneur @kingcombs Entrepreneur @princejdc Host of E! News' The Rundown @erinlimofficial Dancer and producer @kidthewiz Actress @officialmadalinaghenea

A post shared by Christian Louboutin (@louboutinworld) on Feb 13, 2019 at 7:12am PST

Instagram post from Christian Louboutin

Mr. Brown stars in the film, which begins with him putting a red videotape labeled #RunLoubiRun into a player.

The film has distinct red hue to the cinematography, including a red border. Mr. Brown is showcased in a variety of looks, along with a model, as he wears the new sneaker design in a sparkling red.

Another short, specific to Louboutin's women's sneaker collection, takes the form of a video game. It features a distinct sound effect nostalgic of an '80s game, along with a brightly colored wardrobe and setting.

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Ready, set, go!!! Score instant style points and get pulses racing with #ChristianLouboutin's #RunLoubiRun sneaker collection. #RedSoles @elisha_smith_leverock

A post shared by Christian Louboutin (@louboutinworld) on Feb 1, 2019 at 7:53am PST

Instagram post from Christian Louboutin

Two women in the Louboutin sneakers face off in a runner's stance as a disembodied voice labels them as player one and player two, before counting down. When the countdown reaches one, the competitors take off running, but stop to strike a pose whenever the voice says to.

The women earn points with the variety of poses, going to extreme lengths such as running on top of a taxicab to pose on the roof.

Another video in partnership with professional ballet dancers from Royal Opera House renames Christian Louboutin's campaign to #DanceLoubiDance. The film features the dancers performing ballet moves, but instead of the traditional leotard and ballet flats, they are wearing streetwear and the Louboutin shoes.

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@londonballerina and @marcisambe, professional ballet dancers from @royaloperahouse, put their own spin' on #RunLoubiRun. in partnership with @wonderland

A post shared by Christian Louboutin (@louboutinworld) on Feb 15, 2019 at 7:24am PST

Instagram post from Christian Louboutin

Streetwear in fashion

Sports footwear is on point to become a major component of the luxury shoe market, according to recent research from Fashionbi.

The subsegment of the footwear industry has seen a 7 percent compound annual growth rate, which is leading the entire footwear industry. This will likely continue to trend upward with demand and sales rising ([see story](#)).

Similarly to Louboutin, Richemont-owned Chlo entered new territory with a collection of sneakers created for women.

Bold coloring, a large sole and distinct silhouette are the characteristics Chlo has described its sneakers with for its launch. As street style becomes more popular, the label jumped into sneaker design with this first line ([see story](#)).

Another high-fashion brand Balenciaga set up shop at Selfridges' London flagship in September for a sneaker initiative.

The Balenciaga Track takeover at the Selfridges Corner Shop premiered the high-tech shoe of the same name. Since creative director Demna Gvasalia took the helm of Balenciaga, the brand's shoes have become hot items, and sold out, causing a frenzy as consumers attempted to get their hands on them ([see story](#)).

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