

APPAREL AND ACCESSORIES

Christian Louboutin brings bold experimentation to retro-style video

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Christian Louboutin brings a bright dose of color to its newest campaign. Image credit: Christian Louboutin

By SARAH RAMIREZ

French footwear designer Christian Louboutin is leaning into mod vibes in its fantastical spring/summer 2019 campaign as it targets more trend-centric consumers.

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Emphasizing stylish experimentation, "Optical Illusion" stars burlesque performer Dita Von Teese and takes place in an eerie funhouse atmosphere. The non-narrative film puts strappy sandals, chunky heels and glamorous sneakers in the spotlight.

[Christian Louboutin](#) was reached for comment.

Fabulous footwear

Optical Illusion was directed by Antoine Asseraf. Although Dita Von Teese stars in the film, its narration is done by Ana Matronic of the music group Scissor Sisters.

At the film's open, Ana Matronic warns that the journey is a "wild, headlong flight into fabulousness that for some will be the wildest night of their lives and for some it will be their last."

Christian Louboutin's spring/summer 2019 campaign "Optical Illusion"

A female and male protagonist appear on a white bed wearing red-soled sneakers. The woman speaks, but her lip movements do not match the voiceover, adding to the film's quirky and off-kilter dynamic.

The young woman wears a red-and-white checked shift dress. Dita Von Teese, known for her pinup aesthetic, is nearly unrecognizable in a blue wig and a black latex catsuit.

In a room that is illuminated by moving lights, the two women come face-to-face with each other and mimic each other's movements, as if they were looking in a mirror.

In one scene, young adults dance under colorful strobe lights, "under the edge of insanity," as Ana Matronic says. The male protagonist briefly gets on the floor to give one woman's shoes a closer look.

Among the shoes featured are the Aurelien sneaker for men and the Faridaravie pump with rainbow-colored embellishments. Ms. Von Teese wears the Raniboot, which has a chunky lucite heel that complements Christian Louboutin's signature red outer sole.



The raniboot and ranimule. Image credit: Christian Louboutin

Later, the female protagonist wakes up on the bed, but this time it is in the middle of the dark dance floor, much to her apparent horror.

The film ends with one last word of encouragement by Ana Matronic to explore the "seductive" footwear, "if you dare."

Steps forwards

Christian Louboutin has been expanding its footwear options of late.

The prestigious label, famous for its red-bottom sole, is now dipping its toe into the athletic sneaker category with a new shoe.

Putting a glam spin on the sneaker, Louboutin is releasing a collection of runners with a design reflective of its own brand. The sneaker takes the brand in a different direction while still catering to the high-fashion fan ([see story](#)).

Catering to the affluent mother, Louboutin also released a limited-edition collection for babies.

Louboutin created three booties in two prints and red silk ([see story](#)). Similar to the streetwear and sneaker segment, childrenswear has seen significant growth in recent years.