

APPAREL AND ACCESSORIES

Roger Vivier looks to find the right fit in bridal spot

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Roger Vivier's "Le Casting" focuses on its bridal line. Image credit: Roger Vivier

By STAFF REPORTS

French footwear label Roger Vivier is likening the hunt for the ideal romantic match to the strive for the perfect shoe in a short film that harkens back to Old Hollywood.

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In "Le Casting," a woman tries out a number of potential costars, including leading men and wedding-ready footwear. While some brands are breaking out of traditional romance for the bridal efforts, Roger Vivier is portraying classic romance with a theatrical twist.

Screen test

Roger Vivier's film opens in black and white, as a couple is seen mid-kiss. The heroine breaks away, thanks the man and says, "Let's try another one, please."

Now in color, the film shows the star walking to a dressing area and applying another layer of red lipstick. Another would-be leading man walks in, and she grabs a pair of ivory pumps, swapping out her existing embellished flats.

Dressed in an ivory gown and a tiara, the woman goes through a series of kisses and shoes. Each man that auditions fails to get the part, as she frustratingly tells the camera that it is "not working."

Looking forlorn, the movie star sits on the set. A man bursts through the door and asks, "Is it too late for the casting?"

The woman replies, "It's never too late."

Roger Vivier's Le Casting

Roger Vivier's short is a promotion for its bridal line by creative director Gherardo Felloni.

The brand has previously equated footwear choices with emotions.

For Valentine's Day, Roger Vivier turned away from traditional romance, and instead focused on the love a woman has for its shoes. In a short film featuring French actress and singer Leslie Medina and set in Hotel Villa Royale, a young man is shown delivering a package.

As the delivery man moves through the hotel's hallways, he hears Ms. Medina singing and finds his way to her door. He is captivated by her song about wanting to find the perfect pair, a metaphor for love ([see story](#)).

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