

APPAREL AND ACCESSORIES

Roger Vivier looks for aspiring actors in established performers

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Roger Vivier's new film features silent commentary from Tuna the dog

By BRIELLE JAEKEL

French footwear label Roger Vivier has assembled a cast of fictional aspiring actors in a branded film that takes inspiration from a 1960s classic, creating a timeless image.

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Roger Vivier's new film features Susan Sarandon and Anna Sophia Robb alongside a scene-stealing Chihuahua in a narrative that subtly showcases its footwear. Ms. Robb arrives to a boarding house for acting students, who are taught by the talented Ms. Sarandon.

Teaching style

At the start of the film, Ms. Robb appears at the door of the house, bags in tow, and rings the bell. She is wearing Roger Vivier boots.

Without showing the actress being welcomed inside or getting settled, the film jumps right to the class, as students attempt fake laughs. One by one the cast is shown in individual closeups trying the laugh, with most being comically bad and unnatural.

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The acting class wears #VivRun sneakers from the Roger Vivier #FW19 collection. Photography by @mehdilacoste_ Creative direction by @gherardofelloni #RogerVivier #GherardoFelloni #JewelsToShoes

A post shared by Roger Vivier (@rogervivier) on Jun 30, 2019 at 5:28am PDT

The film cuts to an unimpressed dog in a bow before panning up to its owner, Ms. Sarandon, who is holding him while looking equally unimpressed. She walks towards the class and places the dog on a couch before shushing him and throwing up her arms in frustration.

Ms. Sarandon's class members are seated in a line in the middle of the space, which resembles a living room. She sits down at a piano bench and calmly says, "Now, the ridicule laugh; the e."

The class makes another miserable attempt before she holds up her hands, telling them to stop.

Next the class is challenged to speak the phrase, "Also shoes can be jewels, which jewels do you choose?" As they attempt their tongue twister, the camera browses their feet, showing off Roger Vivier's collections.

Their embarrassing attempts at the tongue twister has even the dog aghast.

The class ends with members repeating the name "Roger Vivier." While their collective first attempt at pronunciation seems terrible, their constant repetition results with perfect unison. The film closes with a shot of Ms. Robb's boots, after she passes out from exhaustion from attempting to pronounce "Roger Vivier."

Roger Vivier's latest film

Roger Vivier has stated that this short film is based on the 1965 film "I Knew Her Well" by Antonio Pietrangeli.

Footwear and film

Roger Vivier has been building stories around its shoes through film, as footwear becomes a character or a catalyst of the narrative.

The French footwear label also recently likened the hunt for the ideal romantic match to the strive for the perfect shoe in a short film that hearkens back to Old Hollywood.

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 portrayed classic romance with a theatrical twist ([see story](#)).

Roger Vivier also showed the lengths that women will go to get their hands on its shoes in a humorous effort.

"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 ([see story](#)).

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