

APPAREL AND ACCESSORIES

## Roger Vivier celebrates holiday romance with brand ambassador

November 26, 2019



*Roger Vivier enlisted a famous dog for its holiday campaign. Image credit: Roger Vivier*

By STAFF REPORTS

French footwear label Roger Vivier is ushering in the holiday spirit with the help of some furry friends.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

Four-legged influencer Tuna the dog stars in Roger Vivier's Parisian romance, "I Woof You!" The whimsical short was the brainchild of creative director Gherardo Felloni.

### Merry Woofmas

Much of the Christmas-themed campaign is shot from a low angle to emphasize Tuna's perspective. This technique also allows viewers to see the ad's festive footwear in a way that seems natural instead of forced.

The story begins as Tuna and his owner, portrayed by French actress Pauline Jacquard, return to their apartment building after a walk.

As they climb upstairs, they encounter a King Charles Spaniel and her owner. The owner is carrying a plant in a box, and he clumsily spills some dirt on Ms. Jacquard's velvet Roger Vivier heels.

### *Tuna the dog stars in Roger Vivier's whimsical Christmas campaign*

Once inside their apartment, Tuna scurries to the balcony and barks at his new crush as her owner loads his car.

The next scenes show Ms. Jacquard and Tuna lounging on a bed, as she wistfully continues the countdown to Christmas. The pair spend a cozy Christmas Eve alone.

On Christmas Day, a red ribbon and envelope marked "Follow Me" appear at their apartment door. Ms. Jacquard and Tuna excitedly follow the ribbon outside before they come face to face with the man from the stairwell.

Tuna anxiously looks around for his fellow dog, before he hears an excited bark and sees the King Cocker Spaniel. The pups joyfully reunite at the feet of their owners.

This is not the first time Roger Vivier has collaborated with Tuna.

Earlier this year, the social media star appeared alongside industry veterans Susan Sarandon and Anna Sophia Robb

in a branded film. Inspired by the 1965 film "I Knew Her Well," the campaign followed Ms. Robb's arrival to a boarding house for acting students, where Ms. Sarandon serves as a teacher ([see story](#)).

Featuring Tuna the dog in its advertisements allows Roger Vivier to reach a new, wider audience. The Chihuahua mix touts more than 2.1 million followers on Instagram, compared to Roger Vivier's 581,000 followers.

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.