

APPAREL AND ACCESSORIES

Roger Vivier enlists Hollywood stars Christina Ricci, Dianna Agron for playful Belle Vivier film

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Hollywood actors Christina Ricci and Dianna Agron ham it up for Roger Vivier in this film for the footwear maker's spring summer 2020 collection. Image credit: Roger Vivier

By STAFF REPORTS

French footwear maker Roger Vivier has debuted a playful new film called Abracashoes that showcases its Belle Vivier style with Hollywood actors Christina Ricci and Dianna Agron hamming it up.

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Lasting one minute and 58 seconds, the film blends humor, product and personality with magic and mystery in trademark **Roger Vivier** execution of its marketing efforts. House creative director Gherardo Felloni also stars in this effort pushing Roger Vivier's spring summer 2020 collection.



Dianna Agron's Belle Vivier shoes stick out as Christina Ricci, the master illusionist, works her magic. Image credit: Roger Vivier

Making the cut

Per the narration, the story starts inside a theater where a magic show is about to begin. The curtain opens, and Ms. Ricci, the master of illusion, steps out to perform her magic trick. She surveys the audience for a volunteer, curiously looking at their shoes more than their faces. After a slight hesitation, she chooses Mr. Agron, who is wearing a pair of

Belle Vivier pumps.

Surprised at being chosen, Ms. Agron joins Ms. Ricci on stage and lies down inside a box, under the festive applause of the audience and the skeptical gaze of Mr. Felloni, who sits at a table.

Ms. Ricci holds the saw and starts cutting Ms. Agron in half. The master illusionist cuts with a rhythmic noise, mesmerizing the audience with the sound and movement. Faster and faster Ms. Ricci cuts, while Ms. Agron's feet move madly outside the box.

Suddenly, Ms. Ricci stops and with a loud "Ta-da!" smiles and holds the Belle Vivier shoes like a trophy. White doves fly around her as she runs away.

Ms. Agron is stuck inside the box, barefoot and shouts at Mr. Felloni: "She stole my shoes!" He looks at her split in half, barefoot and starts to laugh hysterically.

Meanwhile, backstage, Ms. Ricci opens her magician's box, revealing different compartments, each with a pair of Belle Vivier. One compartment is empty, with a photo of the Ms. Agron's Belle Vivier shoes. Ms. Ricci, master illusionist and serial stealer, puts the shoes inside the compartment and whispers: "Abracashoes."

Roger Vivier's new campaign, "Abracashoes"

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