

APPAREL AND ACCESSORIES

Italy's Loro Piana gets giddy on its feet with new Rare Walk Instagram campaign

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Loro Piana gets spring in its step with campaign for Summer Walk moccasins. Image credit: Loro Piana

By LUXURY DAILY NEWS SERVICE

Italian fashion and leather goods maker Loro Piana has run the second installment of its Rare Walk social media campaign capturing the verve and energy of dancers wearing its summer moccasins.

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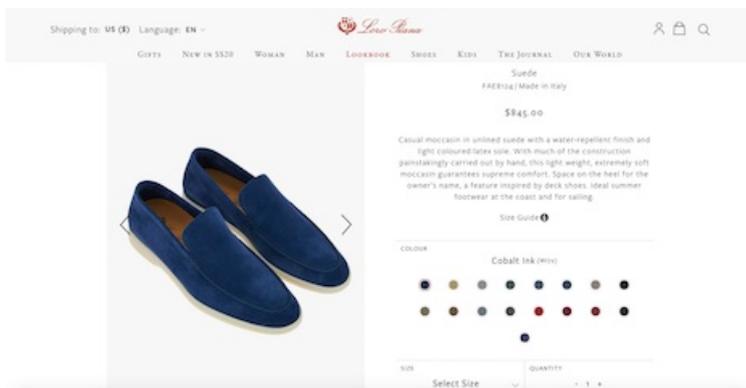
Under the masterful eye of choreographer David Parsons, who returns for a second outing, dancers are seeing cavorting to a fast beat wearing the brand's **Summer Walk** and **Summer Charms Walk** shoes.

The series of **six videos on Instagram** showcases the dexterity of dancers wearing the white-soled shoes. It comes almost a year after Loro Piana opened a pop-up Rare Walk Store in New York's Meatpacking district.

[View this post on Instagram](#)

A post shared by Loro Piana (@loropianaofficial) on May 18, 2020 at 7:46am PDT

The casual moccasin in unlined suede with a water-repellent finish and light-colored latex sole costs \$845 for the men's Summer Walk shoes and \$950 for the women's Summer Charms Walk footwear.



The Loro Piana Summer Walk moccasins cross deck shoes with slip-ons. Image credit: Loro Piana

Much of the construction is carried out by hand, with the light-weight, soft moccasin aiming for comfort. The space on the heel is for the owner's name, which is a feature inspired by deck shoes.

Not surprisingly, the shoes are ideal for wearing on the coast and for sailing.

[View this post on Instagram](#)

A post shared by Loro Piana (@loropianaofficial) on May 16, 2020 at 7:32am PDT

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