

APPAREL AND ACCESSORIES

Manolo Blahnik hits theaters with Elvis-inspired footwear

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The Tupelo shoes by Manolo Blahnik in *Elvis*. Image courtesy of Warner Bros. Pictures/Manolo Blahnik

By LUXURY DAILY NEWS SERVICE

Footwear label Manolo Blahnik has partnered with the costume designer for the upcoming biopic *Elvis* to create custom shoes for the film.

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Academy Award-winning costume designer Catherine Martin worked on the new film directed by Baz Luhrmann, with Austin Butler in the lead role of Elvis Presley. The footwear label previously collaborated with both Ms. Martin and Mr. Luhrmann to create shoes for 2001's *Moulin Rouge!*

"It has been an honor to work with the wonderful Catherine Martin once again," Mr. Blahnik, founder of the eponymous brand, in a statement.

"I am constantly inspired by cultural movements and music and with Elvis as the muse, these styles were a joy to create," he said. "The '50s in general is an era that I am so often drawn to, particularly in my menswear designs, with some of my past and more recent collections inspiring the pieces for the film.

"I am incredibly grateful to Catherine for including my work in this already iconic film. It has been marvelous, a true privilege."

Going to Graceland

Premiering in theaters on June 24, *Elvis* features four custom silhouettes, inspired by existing [Manolo Blahnik](#) designs.

"Victor" is a white calf leather boot and "Tupelo" is a two-toned black-and-white calf leather lace-up shoe. Cappuccino-colored suede is used for the "Graceland" classic toggle desert boot and "Cramer" is a brown calf boot with embroidery details.

In the film, the shoes are worn by Elvis and his associate Jerry Schilling, portrayed by Luke Bracey.



Four new Manolo Blahnik designs were created for *Elvis*. Image courtesy of Warner Bros. Pictures/Manolo Blahnik

"Manolo Blahnik's brilliance and extraordinary craft is something I have admired for many years," Ms. Martin said in a statement.

"To work with him and create something unique yet historically truthful was an incredible privilege," she said. "To have at one's disposal such extraordinary Italian ateliers was a luxury resulting in beautiful, gorgeously crafted shoes.

"Coincidentally, Manolo Blahnik's signature spectator lace-ups are strikingly similar to the shoes Elvis habitually wore in the mid-'50s. The iconic designer's love of this style serendipitously reflected Elvis's aesthetic in the 1950s."

Other brands are also celebrating *Elvis* with special activations.

Booking.com is offering an exclusive two-night stay at the guest house of Graceland Mansion in Memphis, Tennessee. The "[Ultimate Elvis Experience](#)" includes a private screening of *Elvis*, a private tour of Graceland and Sun Studio, chauffeured rides in a vintage Cadillac and meals at iconic Memphis restaurants.

The power couple of Mr. Lurhmann and Ms. Martin has collaborated with several luxury brands for their films. Most notably, he has directed iconic Chanel No. 5 campaigns ([see story](#)) and the team worked with U.S. jeweler Tiffany & Co. on 2011's *The Great Gatsby* ([see story](#)).