

APPAREL AND ACCESSORIES

Christian Louboutin drops a new murder mystery-themed collection

October 13, 2022



The new Loubi Mystery capsule contains footwear and accessories for both men and women. Image credit: Christian Louboutin

By LUXURY DAILY NEWS SERVICE

French footwear and accessories label **Christian Louboutin** is adding an air of mystery to its brand with a new collaborative collection with Parisian fashion designer Yaz Bukey.

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Inspired by the literary world of murder mysteries, the new collection gives consumers a first look at the Lipchick pump and the Yazefatt strap sandals, which are priced at \$1,109.50 and \$1,495 respectively. The Loubi Mystery capsule also includes featured items such as the Cranky clutch, Superyaz platforms and the Lipbooty boots, which are priced at \$2,390, \$2,295 and \$1,495 each.

Everyone is a suspect

Since Oct. 5, the French footwear and accessories label has released promotional imagery on its Instagram page to its 15.7 million followers. Potential buyers were given a first look at Christian Louboutin red bottom heels fit for a red-handed assassin.

The campaign photography is shot by artistic duo Tania Et Vincent, who are known for their collaborations with luxury brands such as Chaumet, Mugler, Dom Prignon and Cartier.

When it comes to solving a mystery, no case is too complex for Inspector Loubi and his canine sidekick, Monroe Bukey! So, who are you putting your money on? Discover more on <https://t.co/leOOwvBB0n>.

[#ChristianLouboutin pic.twitter.com/py1WP7fHBo](https://twitter.com/py1WP7fHBo)

Christian Louboutin (@LouboutinWorld) **October 7, 2022**

The colors black and red are repeated aesthetic themes throughout the Loubi Mystery capsule collection

Christian Louboutin himself is portrayed as Inspector Loubi and together with his chihuahua Monroe Bukey, he is out to solve a murder mystery. In the luxury brand's wordless campaign film, Mr. Loubutin greets guests with a written speech bubble that reads "Good evening dear guests!"

Like a classic whodunit, many idiosyncratic characters are introduced to the viewer such as Colonel Klounakis; Professor Bosphore; Lady Tulipa; Mademoiselle Pomegranate; Madame La Sultane and Monsieur Samovar. One of them is a secret killer.

[View this post on Instagram](#)

A post shared by Christian Louboutin (@louboutinworld)

Consumers are encouraged to attempt to solve the murder mystery using footwear as their primary clue

Consumers are encouraged to guess who the true criminal might be and are given a written hint during the campaign film, which is simply "the shoe is the clue!" The shoes included in the Loubi Mystery collection include options for both men and women.

Male footwear options include the weapons-embroidered Louis high-top sneaker, which is currently available for pre-order and the Turkish-inspired Marcantonio loafers.

While Christian Louboutin's new collection is inspired by intrigue and crime, the fashion house has found itself on the right side of the law. On Sept. 13, the Beijing Intellectual Property Court (BIPC) ruled in favor of French footwear line Christian Louboutin in an unfair competition case ([see story](#)).

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