

RETAIL

Christian Louboutin launches childrenswear and pet accessories exclusively with Saks

October 25, 2022



For the launch of LoubiFamily, Saks is presenting a special window installation, on display now through Sunday, Oct. 30. Images courtesy of Saks and Luis Guilln

By LUXURY DAILY NEWS SERVICE

U.S. retailer Saks is supporting the launch of a new category from French footwear and accessories label Christian Louboutin.

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LoubiFamily, a line of children's shoes and pet accessories from the luxury label, will prelaunch exclusively at Saks New York today, before becoming available for purchase on the retailer's site on Wednesday, Nov 2. In celebration of the event, Saks has a series of activations slated, including a public appearance and shoe signing from the designer himself.

LoubiFamily goes live

Christian Louboutin's latest vertical comes complete with its very own universe and comic book characters Superloubi, Wonderloubi and Pilou the Lemur.

Products range from options for kids such as the "Super Loubi" and "Funnyto" sneakers, as well as pieces like the "Melodie Chick" ballet pump, inspired by selects from the brand's womenswear line.



LoubiFamily, a line of children's shoes and pet accessories from the luxury label, pre-launches exclusively at Saks New York today. Image courtesy of Christian Louboutin

For mommy and me matching moments, LoubiFamily's "Toy Toy" sneaker style is available in adult and children sizing.

Cartoon figures are featured across sneaker styles, in a nod to Mr. Louboutin's aptitude for adventure and visions of an exciting, imaginary childhood world.

On Tuesday, Oct. 25 from 3-6 p.m., attendees will get the opportunity to interact with the creative.

Besides the signing, Saks is presenting a special window installation inspired by the launch, on display now through Sunday, Oct. 30.



A closer look at Saks' LoubiFamily window installation. Image courtesy of Saks and Luis Guilln

The brand will also be hosting a virtual event via Saks Live, Saks' digital events platform, giving audiences a sneak peek at production processes for the collection.

Footwear fans can listen in for Mr. Louboutin to reveal his own favorites on Thursday, Nov. 3, beginning at 4 p.m. ET.

In a west coast extension, Saks Fifth Avenue Beverly Hills will also launch a LoubiFamily pop-up in a few weeks. Doors remain open from Thursday, Dec. 1 through Wednesday, Dec. 28.

The LoubiFamily collection goes live on Saks' site on Wednesday, Nov. 2.