

APPAREL AND ACCESSORIES

## Christian Louboutin breaks cosmic '50s-themed campaign for Starlight Collection

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*The new Louboutin Starlight Collection campaign film showcases cosmic pieces. Image credit: Louboutin*

By LUXURY DAILY NEWS SERVICE

The Starlight Collection from French footwear label Christian Louboutin features its newest pieces in the short film produced by the brand.

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The 60-second film shows a lively dance club in outer space, filled with dancers donning vintage outfits and items from the new collection. The cosmic features of the pieces are on full display, with stars and glitter taking center stage.

This **playful campaign** brings whimsy to the forefront, letting consumers explore galactic products while feeling grounded in the familiarity of 1950s cocktail clubs. Items from the collection represent a melding of the past with the future.

Out of this world

The Starlight Collection is centered around timelessness, nodding to cocktail clubs of decades past, while also offering consumers a chance to give their loved ones the stars.

The vintage-inspired campaign film brings a sense of nostalgia and class to the collection.

**The film** opens with a jovial piano player performing for cheerful dancers, the camera zooming on the collection pieces that they all sport. Gold soles and star-encrusted sandal straps come in and out of the frame.

A woman, sitting alone and looking sullen, is put center-screen. She wears starry heels, and taps her fingers on the table.

As the music plays, the camera moves on to the tapping feet of guests. The shoes they wear are all covered in rhinestones, shooting stars and bright colors.

Holograms of other dancers flicker in the background, as the camera sweeps across the dance floor, showing off the spaced-out looks.

A space noise plays, signaling a visitor approaching, while a black Louboutin bag from the collection, covered in

colorful stars and glitter, pans across the screen.

A large stuffed lemur steps out of his spaceship, and takes the stage, singing to the sullen woman in the starry shoes. He sounds like Elvis, with a black swoop of hair atop his head. She rushes to the stage, and all is joyful.

*Christian Louboutin: The Starlight Collection. Video credit: Louboutin*

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