

APPAREL AND ACCESSORIES

## Christian Louboutin prioritizes athleisure with 'Loubishark' push

January 17, 2023



*Loubisharks' rigid red sole spikes offers support and comfort in any setting. Image credit: Christian Louboutin*

By MARYBETH CONNAUGHTON

French footwear and accessories label Christian Louboutin has released a new campaign for its line of Loubisharks and Sharky Socks which test the sneakers' merits against a concrete jungle.

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These sneakers, which give the house's signature red sole some teeth, are designed for maximum shock absorption and comfort. In videos by Mathias Zivanovic and photos by Marvin Leuvrey, models show off some new styles.

Show them your teeth

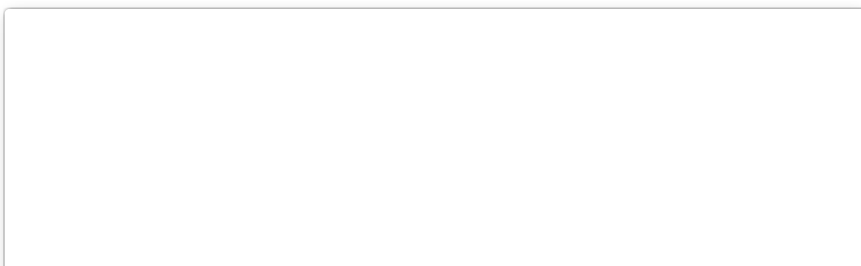
In the first of a series of photos for this new campaign, models show off Sharky Socks sneakers in the colors "rock" and silver, for men and women respectively.

They pose on a massive urban rooftop, demonstrating that even on the most unforgiving and unconventional surfaces, Loubishark sneakers' lightweight technology offers unflinching support.

Loubisharks, named for the spiky teeth on the bottom of their base, feature a thick oversized outsole and a shock-absorbing insole. Made in Italy from genuine leather and mesh, these sneakers lace up the front.

Sharky Socks are those Loubisharks with a knitted sock upper half a first for the brand. This portion is designed to embrace the wearer's foot for a customized fit that enhances his or her agility. This version of the sneaker slips on.

Though the sole of every pair is painted uniformly in Louboutin's signature red, they otherwise come in a variety of styles, including a new futuristic addition.



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A post shared by Christian Louboutin (@louboutinworld)

In the campaign's videos, models appear in locations closer to the ground, though they are nonetheless elevated. Emphasizing the slight platform effect of the eye-catching sole, they jump, spring forward into action, and sprint up steep outdoor staircases. They stand on ventilation structures, balance on railings and even amble along a suspiciously empty crosswalk.

For women, the Sharky Sock style comes in a number of colors. There is an all-over Geranium red model, and one with just two snaking lines of the same color against an otherwise pure white mesh.

One style of Loubishark sneaker, for both men and women, is an all-over Bianco white leather calfskin which bears the "CL Paris" varsity logo in gold. All-black models include a napa leather and suede combination for men, and a veau velour base for women.

Another Loubishark Woman shoe, part of the brand's "Viva Las Vegas" capsule collection, is crafted in patent leather and features a series of shooting neon stars over its shiny black surface. This Starlight print recalls the night sky over the City of Sin.

Even closer to the stars is the Sharky Sock Woman style made completely of lurex mesh in the color of silver. Also available in mini variety, it resembles the kind of moon boot David Bowie might have worn.

The latest update to both Loubishark and the Sharky Sock varieties, is one made of psychic patent leather. This shiny material has been the basis of many of the maison's pieces including its So Kate pumps, and Loubitwist clutch.

Here it makes up the base of a black sneaker, punctuated with a silver star-like pattern on the back half and a multi-colored laser-like pattern on the front.

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## Seeing red

Louboutin's most recent star-themed shoes took viewers not into the future, but into the past.

Last month, the nostalgic Starlight Collection boasted a 1950s cocktail club theme. It even featured a cameo by a lemur who looked, and sounded, like Elvis ([see story](#)).

In October of 2022, a collaboration with Parisian fashion designer Yaz Bukey, which featured a Lipchick pump, was inspired by vintage murder mystery novels ([see story](#)).

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