

APPAREL AND ACCESSORIES

Christian Louboutin designs exclusive capsule collection for Neiman Marcus

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The collection, designed specifically for Neiman Marcus, is a nod to time and place, specifically sunny southern California in the 1980s. Image credit: Neiman Marcus

By LUXURY DAILY NEWS SERVICE

French footwear and accessories label Christian Louboutin is making waves with a new collection and popup experience, both designed exclusively for Neiman Marcus.

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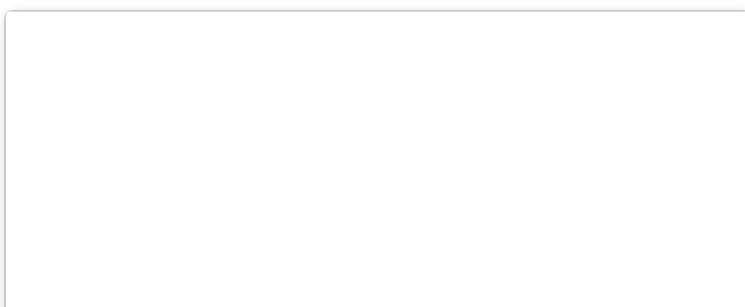
"A La Piscine," which translates in French to "at the swimming pool," is a collection centered around shoes and handbags, some colored in neon, and others in an exclusive splash-style print. The in-store popup reads summertime, Palm Springs and the 1980s.

"Christian Louboutin has always inspired our luxury customers, and it is an honor he has chosen to create this unique expression of his brand exclusively for Neiman Marcus," said Geoffroy van Raemdonck, CEO of **Neiman Marcus Group**, in a statement.

Walking on sunshine

Louboutin's "A La Piscine" capsule and activation reflect Neiman Marcus's "Revolutionize Luxury Experiences" strategy, which recognizes and celebrates the retailer's longstanding relationships with customers and brands alike by a unique connection between the former and the latter in return.

This means exclusive offers and unique curated experiences. Earlier this month, the brand launched the latest women's ready-to-wear options from Italian fashion house and longtime brand partner Ferragamo.



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A post shared by Neiman Marcus (@neimanmarcus)

Neiman Marcus's popup installation displayed the Ferragamo collection, complete with merchandising exclusives, in installations full of sand colored in the brand's new signature Pantone red ([see story](#)).

Louboutin's popup is awash in its own signature red, the shade that is painted on the bottom of every pair of the brand's shoes, including its Loubishark sneakers whose sole is spiked with "teeth" ([see story](#)). Here, the red is frequently contrasted with white, reminiscent of lifeguards' uniforms and lifesavers.

The centerpiece of the display is an installation which looks like a pool, surrounded by palm trees, lounge chairs and punctuated at the end by a bar. It faithfully recreates the look of sunlight refracting off of water as it ripples, creating a mosaic pattern above the blue canvas of the pool's floor.

This is the splash design that appears on various shoes and bags in the collection, which also features lifestyle products such as limited-edition skateboards, tumblers and T-shirts.

The fashion label's founder, Christian Louboutin, appeared at a March 21 party at the Neiman Marcus NorthPark location in the retailer's native Dallas to celebrate the launch of the collection. NorthPark is one of two locations where the "A La Piscine" activation will remain on display through the end of March. The other is Beverly Hills.

The collection itself is available at all Neiman Marcus locations and [online](#).

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