

APPAREL AND ACCESSORIES

Christian Louboutin powers up, presents Marvel-inspired collection

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Superhero-inspired pieces comprise the limited-edition drop. Image credit: Christian Louboutin

By ZACH JAMES

French footwear and accessories label Christian Louboutin is celebrating Disney's 100th anniversary with a heroic collaboration.

The luxury brand has revealed its super-powered partnership with Marvel, displaying shoes inspired by the entertainment juggernaut's roster of iconic characters. With limited-edition products for men, women and children, the company is casting a wide net for its potential purveyors as it eyes a general audience.

"There is something about the Marvel mythology, its chronology and recurring characters going through epic adventures, dramas and intrigues, all spiced up with superpowers that really resonates with me," said Christian Louboutin, designer and founder of the maison, in a statement.

Heroic handiwork

Classic and more recently introduced characters from Marvel's iconic stable of heroes are used as inspiration for the collection, such as Namor the Submariner, Moon Knight and the Avengers, among others.

Twenty-four pieces, spanning the brand's hallmarks of accessories and footwear, were released as part of the assemblage on Oct. 4. The Christian Louboutin signature spike has specifically been reimagined for the drop, now called the "Namor Spike" in an ode to the first-ever Marvel superhero.

Christian Louboutin x Marvel

Handbags, hats, sneakers, loafers, sandals and boots make up the comic-book-inspired collection, with characters such as Black Widow, Shuri and the Guardians of the Galaxy receiving nods with design motifs and colorations.

The brand's take on the iconic Infinity Stones from the blockbuster franchise, *The Avengers*, also appears with the "Christian Louboutin x Marvel 100MM Studded Sandals," the "Christian Louboutin x Marvel Sea Warrior Shoulder Bag" and the "Christian Louboutin x Marvel Legendary Rocks Embellished Leather Ankle Boots." The products retail for \$1,995, \$3,490 and \$2,695, respectively.

On the virtual front, the brand is out with a digital collectible available with a footwear purchase at one of the several global launch events. These non-fungible tokens (NFTs) are limited to 90 editions and can be found on the VeVe

platform.

Marvel is also unveiling "The Loubiverse Explodes!" a comic featuring Mr. Louboutin as the main character. Turning into a superhero, the creative can split into multiple versions of himself.

According to the company, he is the first fashion designer to be translated into a Marvel hero.

Marvel and [@LouboutinWorld](#) have teamed up to release a limited-edition collection of footwear and accessories, inspired by the iconic Infinity Stones! Read more about the collection [#Disney100 https://t.co/XVFaks58oG](#)

Marvel Entertainment (@Marvel) [October 5, 2023](#)

Available now, the assemblage can be found at select Christian Louboutin boutiques, on its [online storefront](#) and exclusively at Saks Fifth Avenue.

To promote the release, a five-window display at the retailer's New York flagship has been unveiled. It will remain alongside a visual pop-up inside the store until Oct. 17.

Disney domination

Throughout 2023, luxury brands have been working with and uplifting The Walt Disney Corporation during its year-long centennial celebration, making Christian Louboutin merely the latest in a string of activations.

Set to reach its 100th birthday on Oct. 16, labels across categories, from jewelry to retail and beyond, are proving apt to play into the historic milestone.



London's Royal College of Art houses the 6-foot installation. Image credit: David Pany/PA Wire for Disney

To kick off the campaign, the entertainment mainstay worked with Virgil Abloh Securities' design firm to create "The Structural Sorcerer." Now, a sculpture of Mickey Mouse in a magical role is housed at London's Royal College of Art ([see story](#)).

Throughout the summer, Austrian crystal and jewelry designer Swarovski, French couture label Schiaparelli, Parisian fashion brand Margiela and British department store Selfridges participated in Disney100, releasing a jewelry collection, a piece inspired by the 1990 film *The Rescuers Down Under*, a repurposed garment assemblage and an in-store pop-up, respectively ([see story](#)).

Leading up to Disney's birthdate, there are sure to be more maisons joining in on the ode to "The House of Mouse" reaching the century mark.