

# Roger Vivier

## PARIS

### Urban Nomadic

SPRING SUMMER 2017

**Paris, October 1<sup>st</sup> 2016** - This Spring Summer 2017 season the Vivier woman is ready to travel, and with her comes her unique sense of luxury and sophistication. Parisienne at her soul, she is multicultural and deeply connected to the world around her. She mixes with aplomb influences from near and far and is just as at ease in Ibiza as she is in Paris while deftly playing with traditional codes day and night dressing.

As a key visual expression of this urban nomadic attitude, Roger Vivier introduces the new **Viv' Cabas**, a bag that can be worn any time of the day or night. It is simply the way it is worn, on the shoulder or over the arm, which instantly changes its allure.

The gold tinged palette of a sweeping desert has inspired the warm hues of the soft yet intensely shaded leathers in this collection. "*Like they have been ever so slightly faded by the sun,*" explains Bruno Frisoni, creative director of the house. Colors like *purple shadow*, *natural green*, *iris blue* and *youth dew* help to imbue this collection with a sense of glamorous delicacy. A sensation most strongly felt in the star sandal of the season – the **Podium**.

**Guipure** has a central role in this new collection. Frisoni uses it in a way that plays with the codes of luxe and femininity and leaves room for all sorts of audacious and sassy styles. There is the sensual **Skin Guipure**, laser cut with water, to create venturesome thigh-high boots, ankle boots with vertiginous Vivier "Sin" heels and the new **Podium** sandals. Then there is **Romantic Guipure** which has been created through the embroidery of metallic thread on leather or through cotton embroidery woven onto hessian. It makes for a whimsical counterpoint to the strass buckle of the iconic Sneaky Viv'.

Building on the success of the Sneaky Viv' this season Vivier is introducing a new member to its sophisticated yet street-luxe family – the **Slidy Viv'**. Available in a myriad of different shades of leather, in both matte and metallic finishes and even in transparent PVC, it is topped off with white guipure lace. To complete the playful look two signature Vivier strass buckles adorn the sides of the slide. The Slidy Viv' is a joyfully upbeat, modern and much beloved addition to the house.

The **Garden Collage** printed fabric used in this collection cheerfully plays with paradoxical images pulled from pop art, native flowers and classic British gardens. Its eclectic charm instantly gives the **Podium** sandal, the **Photocall bag** or the evening envelope clutch an irreverent spirit. Not unlike the graphic black and white optical power of the sixties inspired print.

# Roger Vivier

PARIS



## THE PODIUM SANDAL

Brand new and already front-row staple, the **Podium** sandal was inspired by a Vivier design from the 1960s. Bruno Frisoni took “*this adorable little heel*” and reinterpreted it. **Podium** possesses the undeniable Parisian chicness of a streamlined design, while every aspect of this sandal suggests a sexy attitude. Its daring ankle bracelet, its round buckle, its undulating curves, and of course its heel – metallic, dynamic and sensually charged. The perfect companion piece for both day or night the **Podium** sandal exists in two heights, 70mm or 90mm, and comes in **Skin Guipure**, suede black and white optic pint or Garden Collage.



## LE VIV' CABAS

New addition to the Viv' line: the **Viv' Cabas**. Its shape and size makes it an ideal accessory that can be worn casually on the shoulder or in the crook of the arm for a chic sartorial statement. The bag is *So Parisienne* with its incurved buckle and delicately trapeze shape. The **Viv' Cabas** works for a woman, no matter her mood, and comes in a variety of leathers and styles – **Skin Guipure**, fringed or metallic, Garden Collage embroidery on denim. This new born bag is already a luxury Vivier superstar!