



## **Prismick Denim Camille Seydoux for Roger Vivier**

**Paris, March 8th 2016** - For Spring-Summer 2016, Maison Roger Vivier has entrusted one of its icons line to celebrity Stylist Camille Seydoux: Prismick. A friend of the house, this young woman has dreamed up a version all of her own: a capsule collection entirely in denim.

Six pieces make up this perfect wardrobe: platform sandals, ankle boots, a shoulder bag, a bucket bag, a backpack and a sneaker. Camille melds her creativity with the Roger Vivier legacy. She says:

*"We decided that my collection would be dedicated to the Prismick line created in 2012, which is one of my favourites. I began by attentively exploring my own Prismick bag, which is in a melting fade of black and grey. I wanted to work on the idea of facets that make up grades of shading. I looked through the Maison's archives and then I thought of denim. It's a fabric that naturally burnishes. Denim is both classic and modern, and significant detail, is very resistant."*

Camille grew up in fashion's inner circle. She opened her own art gallery at the age of 25. Today, she is revolutionising the role of stylist by working hand-in-hand with couture house studios to design bespoke dresses for actresses. For Roger Vivier, she brought her own touch of impertinence: *"Denim can be worn with everything and can tone down an outfit. This capsule collection shakes up the look."*

These accessories are designed to create an ultra-chic yet non-conventional young attitude. An urban nonchalance, stretching beyond age, that energises days as well as nights.

### **Celebration**

To celebrate this collaboration, Camille Seydoux hosted a cocktail party yesterday night at the Roger Vivier Paris store. Many guests attended the event, included French actresses Léa Seydoux - her sister and former James Bond Girl - and Adèle Exarchopoulos.

On this special occasion, the video of the collection has been revealed : *Magic Denim*. During an intimate dinner in a Parisian mood, Camille Seydoux and her two guests – French actresses Lubna Playoust and Lola Le Lann – play a magical game, where everything can happen.

This Capsule will be available from March 2016 in flagship Roger Vivier stores around the world.

For US enquiries, press contact  
Andrea Feick  
+1 212 223 2466  
[a.feick@rogervivier.com](mailto:a.feick@rogervivier.com)