

克里斯提-鲁布托和SPORTY HENRI.COM为古巴国家队量身定制优雅庆祝服装

向运动场上的当代英雄致敬

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以设计招牌红底鞋而闻名的克里斯提-鲁布托(Christian Louboutin)与法国体育用品电商网站SportyHenri.com合作，在2016年里约奥运会期间为古巴国家代表队提供服装赞助。作为古巴国家代表队庆祝服装的官方提供商，他们将提供以古巴传统和运动员本身为设计灵感的正式场合非比赛服装。作为灵感来源和指导，古巴历届和本届奥运选手也参与了庆祝服装的设计。

SportyHenri.com创始人Henri Tai以前是位专业运动员，因此拥有专业运动知识，而鲁布托也是几十年来一直从体育运动中汲取灵感。他表示：“我从那些身体自控力极强的运动员身上看到了动作的优雅和流畅，正是这点让我为之着迷。在奥运赛场上，他们像是穿上了运动盔甲，化身超级英雄，挑战重力、时间和所有物理规则。我们为他们在带着光环重返真实世界的荣耀时刻设计了这套庆祝服装。”

通过为运动员量身定制和在听取了以前奥运选手的意见之后，这套根据运动员体形所设计的服装不仅具有古巴时尚风格，而且兼具运动员在世界舞台上所追求的舒适性和合身特点。Henri Tai称：“所设计的服装需要符合运动员健壮的体格，这是因为不论从肢体长度还是上下身比例来说，他们都不属于标准或平均体形。我们的宗旨是为他们量身定制服装，让他们在出席正式场合时看起来神采奕奕。”

为男士打造的高帮运动鞋和乐福鞋能够与脚部紧密贴合，不仅适合步履轻盈的体操运动员Manrique Larduet Bicet，也让摔跤手Mijaín López Núñez 51.5码的大脚变得优雅几分。针对女性运动员设计的猫跟凉鞋能够为她们增添迷人魅力，并且适合在赛道、球场和圆形场地穿着。

巴黎工作室将该理念付诸实施，特别定制的夹克（男士红色、女士米色）同样适合肩膀灵活的柔道运动员Dayaris Mestre Alvarez和肌肉发达的柔道选手Alex Garcia Mendoza。这些夹克与可更换长裤、短裤或裙子搭配相得益彰，胸袋处采用了体现国家自豪感的古巴国旗设计，而夹克背部则运用了象征幸运的五角星设计。

消息来源 克里斯提-鲁布托

(...)



About Christian Louboutin

Christian Louboutin was created in 1992 when Louboutin opened his first boutique at 19 Jean-Jacques Rousseau in Paris. An artist and a craftsman with a true passion for shoes, his designs are unique and instantly recognizable, thanks in part to their signature and now trademarked red lacquered soles. Louboutin's collections for both women and men combine wit, glamour, elegance and technical proficiency like none other. Since the brand's launch, his creations have been immortalized in museums, on fashion week runways, red carpets, and in pop culture around the world.

A woman's beauty has always been at the centre of Louboutin's inspiration, and 2014 welcomed the launch of Christian Louboutin Beauté with its first nail colour, Rouge Louboutin, soon followed by another 30 shades of nail polish. The brand's highly anticipated 'second chapter' of beauty, lip colour, launched in September 2015.

With a prolific collection of women's and men's shoes, day and evening handbags and small leather goods, Christian Louboutin now counts more than one hundred boutiques around the world, including several locations dedicated to men's and a one-of-a-kind beauty boutique located in the heart of Paris' 1st Arrondissement, just two doors away from 19 Jean-Jacques Rousseau.

Follow Christian Louboutin @LouboutinWorld @LouboutinHomme

About SportyHenri.com

Mettre Le Sport En Valeur

Launched in spring 2016 by former French professional athlete Henri Tai, SportyHenri.com offers a carefully curated edit of active-wear and lifestyle clothing, footwear and sporting accessories for discerning athletes and stylish men the world over. The site features a diverse mix of international sports brands as well as innovative and emerging lifestyle labels all hand-selected by Tai. The edit is complemented by editorial content, mixed with advice and top tips from "The Experts", world-renowned athletes who share thoughts and experiences on their sport, as well as "Les Amis d'Henri" passionate friends who share the goal to elevate their day to day sporting life.

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About the Collaboration

A collaboration born of friendship which began when designer Christian Louboutin travelled to Cuba to encourage good friend Henri Tai on a photoshoot his new enterprise SportyHenri.com. Capturing the nations dedicated athletes in training, they recognising an opportunity to support these remarkable individuals in the upcoming Summer Olympics. In consultation with the athletes themselves, they created an elegant uniform befitting the glorious celebratory moments of their Olympic journey.

The designs were created solely for use of the athletes of the Cuban National delegation to celebrate their participation at Rio 2016 and will not be sold, neither on line or retail.

Follow the collaboration #CLxSportyHenri

