

CHRISTIAN LOUBOUTIN和SPORTY HENRI.COM為古巴國家隊量身定制優雅慶祝服裝

向運動場上的當代英雄致敬

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以設計招牌紅底鞋而聞名的Christian Louboutin與法國體育用品電商網站SportyHenri.com合作，在2016年里約奧運會期間為古巴國家代表隊提供服裝贊助。作為古巴國家代表隊慶祝服裝的官方提供商，他們將提供以古巴傳統和運動員本身為設計靈感的正式場合非比賽服裝。作為靈感來源和指導，古巴歷屆和本屆奧運選手也參與了慶祝服裝的設計。

SportyHenri.com創辦人Henri Tai以前是位專業運動員，因此擁有專業運動知識，而Louboutin也是幾十年來一直從體育運動中汲取靈感。他表示：「我從那些身體自控力極強的運動員身上看到了動作的優雅和流暢，正是這點讓我為之著迷。在奧運賽場上，他們像是穿上了運動盔甲，化身超級英雄，挑戰重力、時間和所有物理規則。我們為他們在帶著光環重返真實世界的榮耀時刻設計了這套慶祝服裝。」

通過為運動員量身定制和在聽取了以前奧運選手的意見之後，這套根據運動員體形所設計的服裝不僅具有古巴時尚風格，而且兼具運動員在世界舞臺上所追求的舒適性和合身特點。Henri Tai稱：「所設計的服裝需要符合運動員健壯的體格，這是因為不論從肢體長度還是上下身比例來說，他們都不屬標準或平均體形。我們的宗旨是為他們量身定制服裝，讓他們在出席正式場合時看起來神采奕奕。」

為男士打造的高筒運動鞋和「懶佬」鞋能夠與腳部緊密貼合，不僅適合步履輕盈的體操運動員Manrique Larduet Bicet，也讓摔跤手Mijaín López Núñez 51.5碼的大腳變得優雅幾分。針對女性運動員設計的貓跟涼鞋能夠為她們增添迷人魅力，並且適合在賽道、球場和圓形場地穿著。

巴黎工作室將該理念付諸實施，特別定制的皮襖（男士紅色、女士米色）同樣適合肩膀靈活的柔道運動員Dayaris Mestre Alvarez和肌肉發達的柔道選手Alex Garcia Mendoza。這些皮襖與可更換長褲、短褲或裙子搭配相得益彰，胸袋處採用了體現國家自豪感的古巴國旗設計，而皮襖背部則運用了象徵幸運的五角星設計。

消息來源 Christian Louboutin

(...)



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.

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