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**DISTRIBUTION**

*Louboutin*

**THE PATHS OF CREATION**

**A 52' documentary directed by Olivier Garouste**

**Produced by**

MACASSAR PRODUCTIONS



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**THE PATHS  
OF CREATION**

**GENERAL PRESENTATION**

**Genre:** Documentary

**Theme:** Fashion, art

**Duration:** 52 minutes

**Pitch:** A dive in Christian Louboutin's universe and a unique and exclusive access to his creative process, through the design of the first major French exhibition dedicated to him. The opportunity to travel along the patterns that made the career of the creator.

**Protagonists:** Christian Louboutin, of course, but also his closest colleagues in the Louboutin's house, his daily partners of creation, all across the world (Indians designers, Bhutan's craftsman, Italians creators, artists), the participants of the exhibition (David Lynch, Lisa Reihana, Baccarat house), and some of his clients (Dita Von Teese...)

**Places:** During 52 minutes, we will travel the world to discover Christian Louboutin's creative process, towards every handmade creation that inspired him, in the context of his shoe's design and the preparation of the exhibition.



## **SYNOPSIS**

In all the corners of the world, the name Christian Louboutin brings to mind a pair of vertiginous high-heels and a bright-red sole. He's one of the most fascinating designer of our time and he raised the shoe to the status of an absolute icon, laying out a canvas where multiple influences cross one another, from the tribal art to the dancers from the Folies Bergères.

Fascinated by the complexity of such an object, that he dresses as much as he wears, it allowed him to crystallized his most wild ideas, becoming in a short time the key reference in shoes, arousing among other creators and designer's house the desire to collaborate with him (artists such as David Lynch for an anthology of photography's, "Fetish", and Alnoor, a designer who painted directly on the shoes). In no time, the genius of Christian Louboutin spread in all the level of the luxury industry to pop culture, to such an extent that the famous bright red-sole, his iconic signature, was seen everywhere, from the Yves Saint Laurent's catwalk to Blake Lively's feet and *Sex and the City*.

The main emphasis of the documentary will be on Christian Louboutin's creative journey, in particular at the time of the preparation of the first major exhibition dedicated to him in France, at the Palais de la Porte Dorée.



*« A shoe must be able to appear and disappear »*

Christian Louboutin

## **STRUCTURE and SUMMARY**

As in every major fashion house, every year, two new collections must be made in Christian Louboutin's workshop. For each of them, Christian Louboutin follows a very ritualized creative process. In the beginning, he works without considering any technical constraint, in order to give free rein to his imagination. During that intense stage, almost 400 drawings are made. Only the best ones are selected and sent to his factory in Italia, where he finally goes to work on the prototypes and refine them.

Concurrently with his annual collections, Christian Louboutin embarked on the conception and preparation of a major exhibition to be held at the Palais de la Porte Dorée. It will be the first important homage dedicated to him in France. The exhibition is already attracting people internationally, including in the United States of America.

Shot during two years, the documentary will follow Christian Louboutin in his daily life, in the making of his collections, but also in the making of his "Capsule" collection, created especially for the event surrounding the exhibition.

The documentary will endeavour to follow Christian Louboutin in the creative process and his inspirations. More than just an intimate portrait, the documentary will primarily focus on his daily creative process, from the development of the shoes, their conception, their presentation, to the making of an iconic object of desire, and also by creating objects to go with them. We will try to have an intimate vision of the paths of creation.



## A symbolic place



The beginning of the documentary will recount Christian Louboutin's career, from the early days to the creation of this exhibition and the choice to hold it at the Palais de la Porte Dorée. We will discover that this museum holds a precious place in Christian Louboutin's visual memory.

When Christian was a child, the Palais used to be the Museum of African and Oceanic art. He lived at the corner of the street, in the 12th arrondissement and went to see the tropical aquarium and admire the Art Deco architecture every week. Christian remembers that one day, he arrived at the Palais and discovered a large sign on the outside: a red cross-out drawing of a black-high-heeled shoe. The sign

prohibited footwear of high heels on the beautiful mosaic floors, to prevent their disintegration. But for Christian, the drawing triggered a firework in his imagination. *"This image is at the origin of my obsession with high heels. I was 10 or 12 when I first saw it at the Museum of African and Oceanic Art and it never left me".*

Built and designed by Albert Laprade in 1931 for the colonial exhibition held in Paris, the Palais de la Porte Dorée is an outstanding example of the Art Deco movement with its monumental façade, the 1100-meter bas-relief sculptures by Alfred Janniot and the lantern's light. The interior is a magnificent tribute to the Art Deco movement with frescoes by Louis Douquet and Pierre-Henri Ducos la Haille, furniture by Jacques-Emile Ruhlmann and Eugene Printz. In 2003, the Museum of African and Oceanic Arts moved from the Palais de la Porte Dorée to the Quai Branly and a new Museum of Immigration's history was inaugurated in 2007.

Secondly, we will see how this desire to design an exhibition about Louboutin was born, who in addition to being a well-known designer is a traveler, a collector and a storyteller. His obsession with craftsmanship and savoir-faire manifests itself in the form of shoes.

The collection on display at the Palais de la Porte Dorée during Christian Louboutin's youth consisted of objects and paintings from an exotic colonial empire, offering a glimpse of a larger world that would hatch his passion.

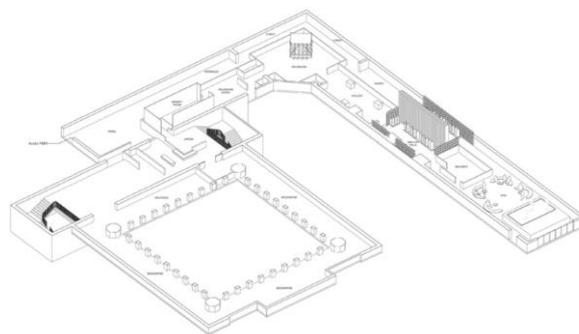


## **The art of the « soulier »**

Christian Louboutin managed to banish the word “shoe” to impose the word “soulier”, to which he gave back his letters of nobility.

The exhibition dedicated to him will be a journey through various rooms, each being staged and having for central theme a shoe. It will be presented as an icon, an object that transcends the world of fashion.

Through the exhibition, we will discover the beauty of the shoes and more broadly Christian Louboutin’s genius, who managed to mix luxury creations and popular culture. It is no coincidence if his shoes ended up on the catwalk of majors designers and in numerous movies and TV series, like the unforgettable *Sex and the City*.



## **The Capsule collection**

A specific shoe collection will be designed on the occasion of the exhibition, the Capsule collection. The inspiration will come from the Palais de la Porte Dorée: its frescoes, its bas-relief, its mosaics. These artistic elements will echo with Christian Louboutin’s designs to create a unique ensemble.

We will follow the design of this collection during every stage: the research of the founding elements of the Palais de la Porte Dorée, through the sketches, prototypes and tests. The whole process of designing a shoe, until its presentation in the exhibition.

## **A passion for objects and travels**

Christian Louboutin perceives the design of this exhibition in the same way that he designs shoes. He wants this exhibition to be playful, colorful, lively and festive at the same time.

The years he spent at the Palace left a mark on him, in his teenage years where he gazed at the people who were partying, while permanently searching for style, looking to move the traditional lines of fashion. Christian Louboutin was always looking to create unique and singular designs.



He designed the exhibition as a collection.

To prepare his annual collections, Christian Louboutin needs to be isolated, in Portugal or Brazil. The choice of these countries is not a coincidence as the role of light has an importance for his imagination. Travel is a part of creation.

It is also the link with all the objects brought back from different countries: Christian Louboutin is a great amateur and collector of furniture (modern and old), painting, sculpture, photography. He is also passionate about decoration, materials, wood and stones.

From these travels, discoveries, meetings, Louboutin finds an inspiration, a new breath. The design of the exhibition is on this same model.

### **The precious collaborations**

Christian Louboutin seems to have been influenced by a major meeting with Roger Vivier, nicknamed "the Fragonard of the shoe". Vivier conveys to Christian Louboutin his passion for the shoe, but also his vision of the world, his history, his time, his experiences. This close collaboration can make Christian Louboutin his direct heir.

And from this experience, Christian Louboutin has kept a taste for transmission and sharing, which also symbolizes the exhibition.

He collaborates with creators from around the world, through encounters, trips, sometimes spontaneous, often fortuitous.

This is the case with Sabyasachi, a great Indian designer, who inspires him to the point of creating a special collection of shoes for one of his collections.

He paid tribute to Yves Saint Laurent by designing a shoe bearing the logo of the fashion house. But he also collaborates with young designers. Always looking for exchanges, collaborations, he goes every year to London to meet young students or to Bhutan to learn new techniques or to discover young designers.

The various protagonists of the documentary will mark these exchanges, with designers, filmmakers, artists, from all countries, from all generations, all united by the love of creation.



## **The opening of the exhibition**

The two-year documentary will end with the opening of the long-awaited exhibition, which will be an opportunity to bring together all the protagonists we have seen during the documentary.

It will also be the moment when the creator will be confronted with the first glances on the exhibition, those from the participating artists, his collaborators and the celebrities who follow him since his beginnings.

It will be a big party, in a majestic place, which will celebrate Christian Louboutin's career and singular work.

## **THE EXHIBITION**

*“This exhibition is both a celebration of my work and a tribute to women, without whom my work has no meaning. It is an homage to femininity and a celebration of all that I have encountered; all the women, the artisans and artists, the cultures, the travels, the new horizons, the savoir-faire that nourish and illuminate my imagination and allow me to realize my dreams. It is a celebration of the past, the present and, I would like to hope, the future.”*

Christian Louboutin





**THE PATHS  
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A Parisian who delights in the history and culture of others, Christian Louboutin is an unbridled aesthete, a romanticist and “eroticist”; he is a designer of contrasts and innovation marrying visual delight with an innate sense of form. Since founding his house in 1992, Christian Louboutin has become a global creative force whose shoe, accessory and beauty designs are hailed for their originality, exuberance and iconic desirability.

Exploding the confines of a conventional retrospective, the exhibition will be an extraordinary journey into the imagination of Christian Louboutin. A series of specially conceived installations allow the public to encounter the designer’s extra-sensory exotic world, his wit and sublime aestheticism and his devotion to the artisan.

The exhibition will be divided into two stages:

- The first will be a series of extraordinary installations and collaborations with artisans and artists including film director David Lynch.
- The second stage will offer visitors a chance to explore the distinctive style and technical artistry of Christian Louboutin’s designs

*“The shoe is a dream of delicacy and sensuality,” says Christian, “but it is also a design, a technical feat of engineering.”*



## **THE PROTAGONISTS**

For more than three years, **CHRISTIAN LOUBOUTIN** has been working on organizing a major exhibition that will be a celebration of shoes and femininity. He develops unique projects and collaborations with artists and craftsmen from around the world, with whom he has woven a long-term link through the making of his shoes.

The documentary wants to follow the shoemaker as closely as possible, through the design and manufacture of the exhibition, and explore the paths of creation, from the spark of inspiration to the material realization of it.

The team wants to record the different people involved in the organization of the exhibition, around the world, trusted people weaving a singular universe around Christian Louboutin:

### **In France:**

- **OLIVIER GABET:**  
Director of the Museum of Decorative Arts in Paris, where he worked on many exhibitions devoted to fashion (including the one dedicated to Christian Dior), Olivier Gabet is the curator of the exhibition.
- **ALEXANDRE DE BETAK:**  
Producer of the exhibition, Alexandre de Betak is mainly celebrated for the fashion shows he has been organizing for several decades.
- **OLGA DE GRÈCE:**  
As a long time collaborator of Christian Louboutin, Olga de Grèce works on the visual identity of the brand.
- **ERIC REINHARDT:**  
Eric Reinhardt is a novelist and publisher of French art. He will be in charge of writing the catalogue of the exhibition.



- **EMMANUELLE ANDRIEUX:**  
Emmanuelle Andrieux is the director of the “Stained glass Home”, a prestigious family studio founded in 1973. She will manufacture stained glass windows specially designed for the exhibition.
- **NATACHA ATLAS:**  
Natacha Atlas is a Belgian singer with Egyptian roots, who has been collaborating with Christian Louboutin for many years.
- **“LA MAISON BACCARAT”:**  
Maison Baccarat will design a giant shoe, cut in the crystal, which will be one of the most important pieces of the exhibition.

### **In the US:**

- **DAVID LYNCH:**  
The filmmaker and the shoemaker explore the world of fetishism through the creation of shoes/objects and dramatized photographs. This work will be put in perspective with the coronation of the shoe, exploring the mystical and religious themes.
- **MARCO BRAMBILLA:**  
In his studio in New York, Marco Brambilla (artist and director) and his teams work on virtual reality, present in the exhibition.

### **In India:**

- **SABYASACHI MUKHERJEE:**  
Famous designer from Calcutta (India), Sabyasachi Mukherjee develops gold embroidery for the show's palanquin.

### **In Spain:**

- **“L’ORFÈVRE” VILLARREAL:**  
Located in Seville (Spain), the l’Orfèvrerie (Goldsmith) VillarReal specialized in sacred art, made (for more than two years) a silver palanquin designed especially for the exhibition.



### **In New Zealand:**

- **LISA REIHANA:**

Artist representing New Zealand at the Venice Art Biennale in 2015 with "*Emissaries, In Pursuit of Venus (Infected)*", she is currently working on a biography of Christian Louboutin conceived as a drop of multimedia, poetic and pictorial, paintings, which will be at the center of the exhibition.

### **In Bhutan:**

- **“LESARTISANS DU BHUTAN”:**

Suppliers of the royal palace, specialists in the construction of temples, these craftsmen with whom Christian Louboutin collaborates for years are making a wooden theater, carved and decorated especially for the exhibition.

### **In Portugal:**

- Along with Christian Louboutin, we will follow many workshops devoted to the drawings of the upcoming exhibition, many conversations about art and creation.

### **In England:**

- In London, animated film productions are designing the films that we will find in the exhibition. To do this, we will follow the creative process, from the preparatory drawings to renderings, through the moldings of the models' bodies.

### **In Italy:**

- Milan is home to the creation and manufacture of shoe prototypes specially designed for the collection exposed at the Palais de la Porte Dorée.





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## **DIRECTOR'S NOTE**

Through this documentary dedicated to Christian Louboutin, I want above all to meet a creator. By paying particular attention to the details surrounding the act of creation, I want to show the importance of context, the environment in which Christian works and the people who accompany him.

Here, we will not only follow the legs of girls and boys, but also the tip of a pencil, the cutting of scissors. We will follow Christian during his travels, meet the master craftsmen with whom he collaborates, or more daily when Christian buys in flea markets some objects, some fabrics or prints that inspire him. We will see how Christian travels the world, to find the best partners, the best team to work with.

In these strolls, we will have as a reference point Christian's first shop in the Véro Dodat gallery, in the center of Paris. Behind the store are Christian's offices, with working rooms, meeting rooms and workshops where all his teams work tirelessly. And it is in the basement that hides a "master" piece, a room that I call "the Brain Room" because it's where Christian confronts his work with his teams, that the collections are unveiled, that the ideas are fused and that many decisions are made. It is also the room that is the model of the great exhibition he is preparing for 2020. The plans of this future exhibition spread before us are like his thought naked, the outline of his grey matter. More than a retrospective, this exhibition reveals almost everything about Christian, his tastes, his memories, his influences. This model will come back as a motif during the movie. Like a map, it will guide us.

I want to film Christian as if he were an alchemist, in his studio, alone with his drawings, his sketches, surrounded by his models and his muses, assembling textures, juxtaposing colors to create a new model, a new collection.

When I say "alchemist", it's not just an expression, I see Christian as a real magician making rare and magical objects that change people. Indeed, the shoes transform the gait and the silhouette of those who wear them; by their height, their stuff, their texture, the shoes reinforce a feeling and change the moods. Wearing shoes Louboutin seems to give an energy, a special and intense strength to those who wear them.

These shoes are objects of fascination, identification and fantasy. They have many facets: artistic, cultural, societal, but also industrial and commercial. Like a diamond, they fascinate, dazzle and arouse all kinds of envy and I would like to understand how Christian manages to make iconic objects.



Through this film, I want to highlight different themes, such as creation, fashion, art and popular culture but also magic and the sacred. "Sacred" because fashion brings together and connects people. Without positive or negative value judgment, fashion becomes a new "religion", where more and more people find themselves there, participate in it and commune with "fervor".

Christian thinks that creation is always in motion, always on the way. But for him, it's a joyous journey, a playful work. I wish to follow him in this contagious excitement, this frantic pace, going from one idea, one creation, to another.

That's why I imagine a playful film, moving, colorful, with a certain kind of sensuality, close-ups to perceive the detail of the materials, the grain of the skins.

I want to weave several threads to stay close to the world of Christian, to compose a blend, a film mixing baroque and pop, chic and simplicity, the love of objects (daily, rare or precious objects).

If I had to give references for this film, it would obviously be Italian films, with women like madonnas, films about the love of forms. Other films, quoted by Christian, will punctuate the film.

Through this film, I want to show how a creator can turn a shoe into an art object and how this object can become an icon, even a talisman.

Olivier Garouste



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