

# Roger Vivier

PARIS

## Limited Edition Viv Run Roger Vivier for Biffi Boutiques

In celebration of creativity and passion for design, Roger Vivier is pleased to partner with Biffi Boutiques during one of the most anticipated events in the world – Salone del Mobile. From April 9 to 14, Milan becomes a melting pot of international talent, presenting groundbreaking creations that showcase visionary thinking.

For Salone Del Mobile Milano 2019, Roger Vivier celebrates this bold spirit with a special installation that will be on display at the Biffi Boutiques window on Corso Genova. Taking inspiration from one of his most innovative creations for the Spring/Summer 2019 collection, the Viv' Run sneakers, Roger Vivier's Creative Director Gherardo Felloni designed an overlapping backdrop that mimics the unique mesh pattern found on the Viv' Run's sole. Infused with the same dynamism as the shoes it takes inspiration from, the installation shows energy in movement, mixed with a refined design aesthetic. A balance of form and function, one of the pillars of Roger Vivier that is exemplified by the Viv' Run.

Designed by Felloni, the new Viv' Run sneakers, in mesh fabric, net and neoprene, is at the unlikely intersection of high fashion and running. Stylish companions for women on-the-go, the Viv' Run sneakers feature a 7.5-cm curved heel, hidden inside the sole, inspired by Monsieur Vivier's Choc heel created in 1959. A reference to the iconic design of the Belle Vivier, the traditional shoe laces of a running shoe give way to a signature buckle, either in rubber or embellished with crystals, creating a unique contrast between high performance and high style.

Exclusively for Biffi Boutiques, and in occasion of Salone del Mobile, Roger Vivier presents the limited-edition Viv' Run sneakers in vibrant orange and pink – a distinct colour combination made especially for this collaboration. Also featuring the Maison's signature buckle in hot pink, this exclusive release will be available, for a limited time only, in-store and online at [www.biffi.com](http://www.biffi.com)

*For more information, contact Edda Oprandi (PR Manager Southern Europe): [e.oprandi@rogervivier.com](mailto:e.oprandi@rogervivier.com)*

