

Manolo Blahnik

The Shoe Project
By: Gabriela Nadal



Brand history

Manolo Blahnik, since a young age was inspired by realism and replicating real life objects such as lizards.

Manolo is a Spanish artist that studied his carrier in France and settled down further on in London. Since the beginning of his carrier he has been inspired on art and has done many collaborations with artist peers.

Manolo personally and professionally is known for his eclectic style.

Competitors Analysis *Luxury*



Jimmy Choo
Glamorous and Elegant
craftmanship “Made to order”



Salvatore Ferragamo
Italian rich heritage and legacy of
craftsmanship and innovation



Christian Louboutin
Glamorous, bold and Provocative.
Red soles as a symbol of luxury and
status.

Past Campaigns



Documentary film directed by Michael Roberts offers a behind-the-scenes look into the life and career of Manolo Blahnik.



Inspired by sleek cityscapes to create styles with a balance of form and function.



18th century chintz fabrics, styles adorned with delicate patterns and a multicoloured botanical buckle

Brand Pillars

Exclusivity and Rarity: Manolo Blahnik maintains an aura of exclusivity and rarity through limited distribution and selective retail partnerships.

- The brand's shoes are considered collector's items, looked up upon their craftsmanship and scarcity, which adds to their desirability and allure.

Artistry and Craftsmanship:

- Manolo Blahnik's shoes are crafted with a specific attention to detail and the highest standards of craftsmanship.
- beautifully made and presented.

Elegance and Sophistication:

- Manolo Blahnik showcases timeless elegance and sophistication in its shoe designs, characterized by classic silhouettes.
- Elegance and refined taste.

Problem and Solution Statement

Problem: Consumers in the luxury shoe market often feel a disconnect between their desire for exclusive, personalized styles and the limited options available that truly resonate with their unique expressive and artistic needs, they don't feel like they want to decide what is their style anymore, just go with what they'd like. This is affecting the luxury market in sales.

Solution: Shoes that make consumers feel connected with their artistic flair, this generating an emotional connection which results as luxury sales dept.

This is why Manolo's eclectic style transcends
beyond *any* style

Dynamic Value Change

Let our art-inspired shoes be your connection with your style and re-connect with your artistic side.

Value change: **from bland, messy and without style to owning your eclectic and unique artistic flair.**

Tag line

Made by artist

For artists

Where no style is a *style*



3 concept ideas



studio shots with realism
eclectic



No style is a style/ you can
be both luxury and artistic.
From bland to artist.



No style is a style/
different looks together
mixed with realism

Moodboard

Types of visual references:

- Eclectic
- Henri Matisse (Manolo's Inspiration)
- Individual expression
- authentic emotions
- 70's artists
- Black Background

Black backdrop. Elements such as:

guitar, discs, eclectic self expressive poses, disco ball.

Styling: The point is having contradictions in the artist's style.

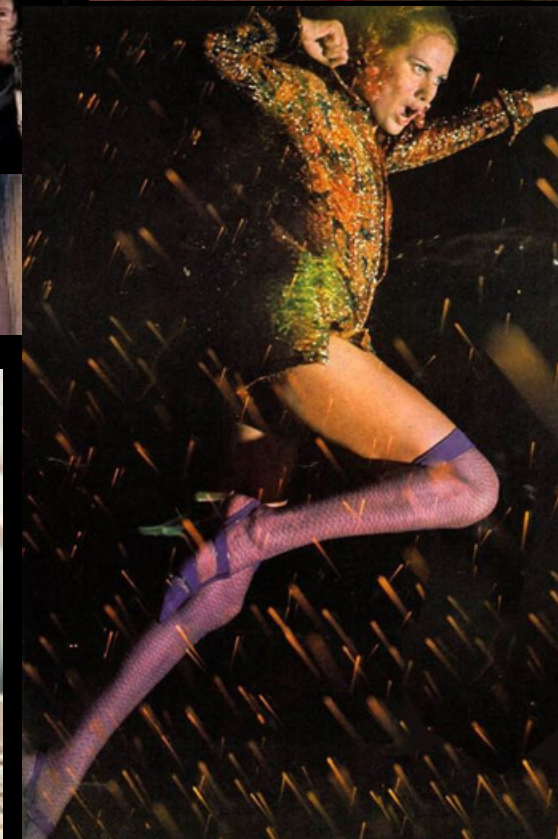
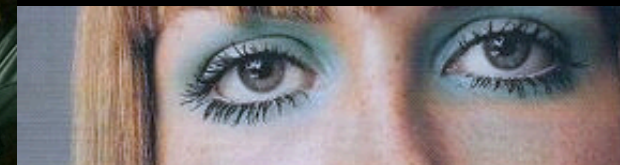


Styling

Eclectic Rockstar (for visual
purposes glam eclectic)

Styling: The point is having
contradictions in the artist's
style.

pop of bright colors.



Production Plan

Objective: Photoshoot for Manolo Blahnik's new campaign to be used in marketing materials and online promotions.

Timeline:

Week 1: Concept development and planning

Week 2: Studio booking and equipment setup

Week 3: Photoshoot day

Location: Studio setting at IE Tower
with black backdrop and warm light
-two lights from the sides.

Equipment Required:

Camera with a 50mm lens

Crew:

Model- Angie Durán

Photographer- myself

Assistant photographer- Anne Bianca Asprah

Stylist- myself

Production Plan

Wardrobe and Props:

Clothing: Black bold mono, black jewels and gold chunky jewelery, satin black gloves.

Props: Guitar, rug, mirror, lipstick and outfit.

Schedule:

4PM: Guitar rent

5PM: Arrival and lights setup

5PM: Hair and makeup

5:30: Setup of props

6PM: Begin shooting first angle of concept disco ball.

6:30 PM: Second angle concept shoe.

7:00 PM: Mirror shot.

7:30 PM: Wrap-up and breakdown

Shot List:

Each outfit to be photographed from various angles and in different poses

Close-up shots of accessories and details

Always verifying that the shots are looking good

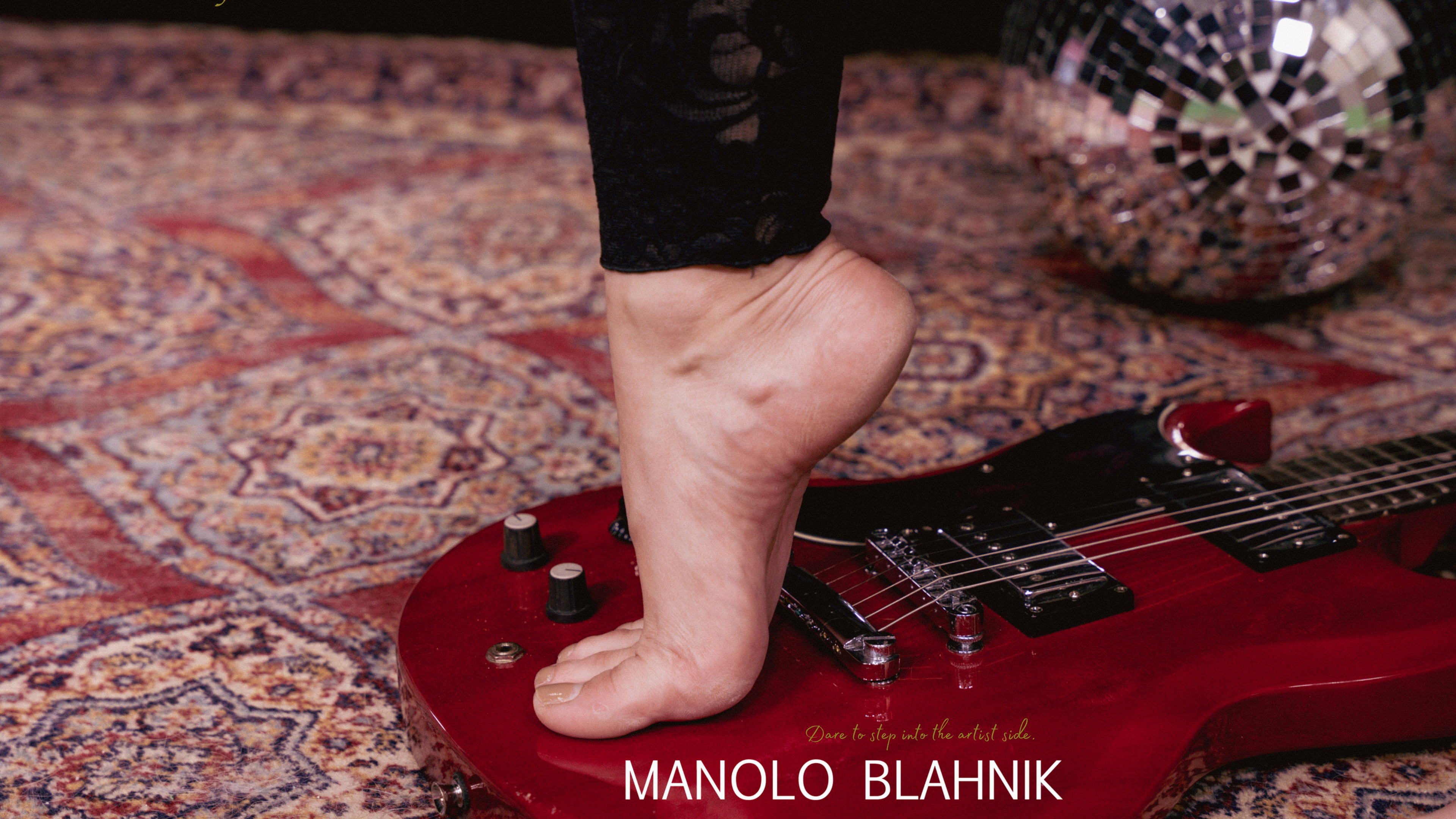


Up next final images!

MANOLO BLAHNIK

Where "no style" is a style.





Dare to step into the artist side.

MANOLO BLAHNIK



MANOLO BLAHNIK

From artist to artists.