

Loriblu presents the Fall Winter 2017-2018 collection

*“Fairy tales, like dreams and desires,
have no boundaries”*

Elegance, Personality, Style.

The new Fall Winter 2017/18 Loriblu collection is the ideal world in which bon ton meets glam and luxury, establishing a new balance between shapes and colors.

A place, where design, originality, precious materials and accessories are kings and queens.

Fairy tales inspired this collection, in which dreams and desires have no boundaries. The designer Graziano Cuccù and his style office take inspiration from this indefinite space between fantasy and reality, exploring a symbolic horizon, where art and magic become concrete.

It's a creative trip from East to West, beyond cultural and linguistic differences, without borders or limits.

Loriblu presents a collection which brings dreams to life, for contemporary women and men who love wearing luxury and showing their personality and singularity through a glam touch. Iconic creations are put side by side to rigorous and essential models: a mix of proposals perfect for a walk on the red carpet or the daytime. Shoes that are not mere accessories but real protagonists of each look.

The designer Graziano Cuccù and his style office transfer in each shoe the best innovative and artisans made in Italy abilities, leader brand in Italy and abroad since over forty years, witness of the Marche (the most important shoe district worldwide) manufacturing tradition.

Key Colors

Wisteria is the top color: tenuous, romantic, emblem of an ethereal elegance. Autumnal atmospheres become real with warm tones – such as beige and dove grey – that recall earth and natural elements. Cardinal red is the shade of love, of desire, while electric blue means eternal elegance. Originality and personality well match to petrol suede, with deep indigo and dark purple. Fuchsia and orange are an ironic touch of the collection, because summer peeps out. Finally the essential, evergreen, unmissable black, perfect on each material.

Key Patterns and materials

Leathers are all selected, controlled and carved by the expert hands of shoes artisans, the best of Italian manufacturing. Each Loriblu product embodies 100% Made in Italy prestigious, attentive to high quality materials. Suede is the king of the Fall Winter collection, matched with tassels, paint, sheepskin, calf hair, exclusive prints. Velvet is another protagonist of the collection, fundamental chromatic and design element as well as lapin and fox fur that enrich shoes and make them real artworks. Accessories, that decorate the products, are the result of a constant creative research: suede buttons, spherical studs, different Swarovski Elements (applied hand by hand), fascinating pearls that impersonate bon ton and class. Sweetly applied on the upper, they create bright and sparkling graphics.

Key Pieces for Women

The high knee cuissard boot with platform shows a brand new heel; the seduction becomes object of desire... Ariana Grande star chose it for her Dangerous Woman tour and will wear it during all the dates...

The high heel suede sandal with a list on the ankle is a unique creation in lapin fur, available in red, blue, fuchsia, orange and beige tones...

The simplicity and the beauty of high heel pumps, with a long silver and gold studded cascade on the heel, hypnotic and fascinating...

Wisteria open toe bootie decorated with pearls, studs and Swarovski Elements, absolutely refined...

The extremely high ankle boot with platform, where accessories and material (suede, calf hair and herringbone with zips and gold studs) create an original style...

The red velvet ankle boot with gold squared high heel, where precious maxi stones are applied...

Sneakers, with their comfortable rubber sole and hi-tech profile, are enriched by glam studs and rhinestones...

The jewel shoe par excellence is the full crystal pump: ideal for the red carpets or for the last walk of the bride on her "yes" day...

Non only shoes, above all... Precious clutches and bags are partners of international celebrities during the most glamorous events: comfortable models for the dailywear and original shapes.

Key Pieces for Men

Loriblu Men's shoes interpret the charisma of the contemporary man. The finest tailor tradition transfers itself from clothing to shoes, an exclusive style which combines comfort, elegance and trends.

The black lace up shoe is characterized by metallic studs, which create the classic swallowtail design...

He elegante tassel moc in calfskin and carbon fiber...

A lace up shoe without laces? A slip on? A loafer? The black leather shoe with grey rubber sole is simply unique: symbol of modernity...

The suede boot for a urban look which combines a metropolitan style with a casual mood...

For further information:

MAP Press Office

T. 0733 672042, M. 393 9186565

media@mapwork.it