



Housewarming Party

Roger Vivier has a new maison in Paris.

The French luxury footwear and accessories brand will unveil its fresh headquarters, an 18th-century hôtel particulier in Saint-Germain-des-Prés, with a party on Oct. 2 during Paris Fashion Week, to be followed by the presentation of its spring 2026 collection on Oct. 3.

"This opening represents a defining step in the evolution of Roger Vivier and affirms its identity and long-term commitment to the city it was born in: a

Parisian luxury maison with global cultural resonance, bridging past and future through savoir-faire, architecture and fashion innovation," the company said in a statement shared exclusively with WWD.

The 15,000-square-foot Maison Vivier will house the studio of Gherardo Felloni, creative director of Roger Vivier since 2018; the brand's archive stretching back to the 1950s, and salons for VIP guests. With the move to Rue de l'Université,

its teams are gradually coming together under one roof for the first time.

As it expands internationally, Vivier is strengthening its connection with Paris in a bid to telegraph its heritage to its clientele around the world. Its spring 2025 campaign, "Un Air de Paris," featured brand ambassador Inès de la Fressange flanked by her daughters, Violette and Nine D'Urso, as well as award-winning Chinese actress Xin Zhilei.

Having founded his

label in 1937, Roger Vivier created shoes for celebrities including Marlene Dietrich, Queen Elizabeth II and Catherine Deneuve. The footwear designer worked closely with Christian Dior and Yves Saint Laurent, and was famous for innovations like the Virgule and Choc heels.

Italian entrepreneur Diego Della Valle revived the brand in 2003, and it is now part of Tod's Group.

— JOELLE DIDERICH



The new Roger Vivier headquarters in Paris.