

## Kenzo kicks off 2018 with global dance campaign

By [Erin Floyd](#) - January 5, 2018

Kenzo is kicking off the new year with a colourful new campaign to celebrate the return of its Move sneakers. The French luxury label has cast a diverse roster of dancers to show off the shoes, drawing on global dance styles from ballet to hip-hop for the visual interpretations of each style.



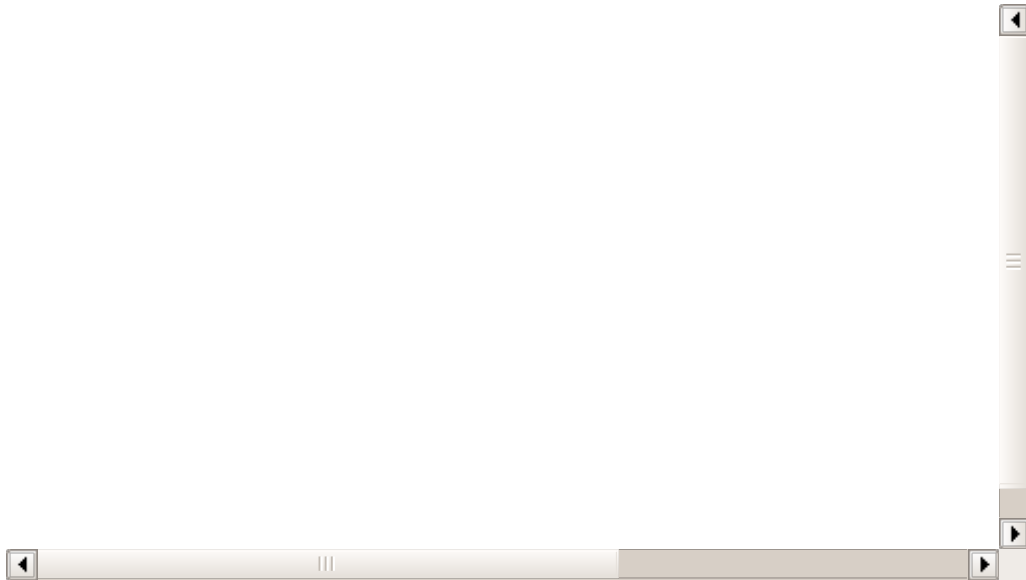
# KENZO MOVE REVOLUTION

*Photo: Kenzo*

Originally available in red, royal blue, navy and black, the brand has brought in eight new colorways for the shoe 2018: for women, light grey; dark blue and

pink, while for men, new options are light grey, red-orange, blue and yellow.

Set to a soundtrack of electro dance music by Lafawnduh, the cast of international dancers translate the new colorways into movement, choreographed by duo I Could Never Be A Dancer.



The sneakers, featuring the Kenzo tiger embroidered on the upper, have been available in store and online since January 2. Pairs retail at €195.

Founded by Kenzo Takada in Paris in 1970, the Japanese designer's eponymous label is best known for its vibrant prints and playful, irreverent style, and is now under the creative directorship of Carol Lim & Humberto Leon.

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