Beat: Arts

SHOES MERLET - OPERA DE PARIS New Collection

Winter 2017/18 - Summer 2018

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USPA NEWS - The Paris Opera (L'Opéra de Paris) is the Primary Opera Company of France. It was founded in 1669 by Louis XIV as the Académie d'Opéra, and shortly thereafter was placed under the Leadership of Jean-Baptiste Lully and officially renamed the Académie Royale de Musique, but continued to be known more simply as the Opéra.

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The History of Merlet started in 1974 in Limoges. Shoemaker, Roger James Merlet, had always worked with Shoes. When he decided to develop Ballet Shoes, it wasn't by chance that he met Roger Béchade. This Famous Violinist was married to a Principal Dancer for whom he was making the Pointe Shoes. From this meeting, the passion for Ballet was born. Slowly, the reputation of Merlet grew and spread over the Region. Roger James Merlet made Ballet Slippers for some of the most Famous Dancers.

The First Collaboration with a Dancer “Etoile“ at the Paris Opera was with Elisabeth Maurin and lasted Two Years. During these two years, the Dancer was the Model for Merlet. Since Pierre Lassenne started to head the Company, he travels all around Europe and meets with the most Famous Ballet Companies. Merlet is developing Pointe Shoes for many Dancers“¦ The Brand becomes more and more Famous with the most Prestigious Ballet Companies: Vienna, Lyon, Bonn, Paris, Berlin, “¦

In 1998, was born a real important Collaboration with the Principal´s Dancers from the Paris Opera between Marie-Claude Pietragalla, Nicolas Le Riche and Merlet. This Collaboration will last 7 years. Pierre Lassenne worked with and developed many Products with the Two Dancers. In 2001, Merlet expanded its Range and for the first time launched Two Models of Soft Ballet Shoes. ECLAT and ENVOL joined the Merlet Catalogue. Thanks to the Collaboration with Marie-Claude Pietragalla, Merlet develops its New Leading Product : the Prélude Pointe shoe.This Pointe Shoe was developed after many years of study. A fabulous Pointe Shoe which allows the Children to dance on a Point Shoe without hurting the Body.... In 2007, Merlet innovate and develop a Range of Jazz Shoes.

In 2012, Roger James Merlet left us. Pierre Lassenne continues to perfect this Knowledge. Now, it´s his turn to pass on this Experience to his Team continuing Merlet Tradition.... The Collaboration with the Licence "Souliers Opéra de Paris" with Opéra de Paris started Three Years ago became very quickly successful and Sales are increasing every year in FRANCE as much as in Countries such as JAPAN and USA.

The New Collection :

* Winter 2017/2018 Ballroom Shoes, Ballet Slippers & Pointe Shoes
* Summer 2018 Ballroom Shoes, Ballet Slippers & Pointe shoes
* The Sizes go from 35 to 41/42 (French Sizes)
* The Brightness gives the Trend of this year's Collection & Large Range of Colours
* Léonore BAULAC is the Muse & Face of the Brand
* Special Collaboration with Swarovski to Shine during Christmas Festivities
* Prices go from 105 Euros to 365 Euros

Source : Opéra de Paris on Press Day, September 14, 2017 - Merlet

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