

Jaden Smith Named First Men's Creative Director of Maison Christian Louboutin, Debut at Paris Fashion Week 2026

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In a historic move, Jaden Smith has been appointed as the first Men's Creative Director for Maison Christian Louboutin, marking a new era for the luxury fashion house. The announcement comes nearly 15 years after the brand first introduced men's red-soled designs, which now account for nearly **24% of its global business**.

? A New Chapter for Louboutin Menswear

Jaden Smith, actor, musician, and cultural disruptor, will oversee **four annual collections** spanning men's shoes, leather goods, and accessories. His **debut line will premiere at the Men's Fall/Winter 2026 Paris Fashion Week in January**.

The collaboration feels organic, with Christian Louboutin recalling their first meeting in Paris in 2019. "The day I said to myself, 'He'd be a great person to work with' was the day I realized I had been studying him without realizing it," he shared. "He's very well-mannered, super respectful, and curious — qualities I deeply value."

? Jaden on His Appointment

"This is one of the biggest honors of my life," Jaden told a Los Angeles fashion magazine. "I feel a lot of pressure to live up to everything Christian has built, but when he reached out, I was blown away. We share a similar approach to creativity and a commitment to shaping a more conscious future."

? Strategic Timing for the Brand

Alexis Mourot, CEO of Maison Christian Louboutin, emphasized the significance of the appointment:

"We launched our Men's line more than 15 years ago in a very genuine way. Today, it represents 24% of our business, and we believe there is still tremendous potential. This is the perfect time to strengthen our creative team by welcoming Jaden alongside Christian."

? Fashion's Ongoing Love Affair with Music

This appointment continues the fashion industry's trend of merging music and design. Pharrell Williams was tapped for **Louis Vuitton Menswear**, A\$AP Rocky partnered with **Puma's F1 division**, and DJ Khaled serves as **Chief Creative Officer for SNIPES**.

With **19.1 million Instagram followers and a reputation for fearless style**, Jaden Smith's new role is expected to inject youthful energy, cultural relevance, and global attention into Louboutin's menswear business.

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