

# SOLE



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## SUSANNA MICHALEK

Sharing  
her story to  
becoming CEO

## CHRISTIAN LOUBOUTIN

Who Owns the  
Red Sole?

Everything you  
need to  
know for  
your Spring  
Summer 2019  
style

# THE EMPOWERMENT ISSUE

# PRADA



IMAGE: Prada.

## Happy 2019 readers!

Although we may be well into the new year, I still find it's a good time to reflect on resolutions and making positive changes. My personal resolution was to stop peeling my gel nail polish off when it starts to chip (I've failed already, I'll try again next time!) You may've started your own resolutions for 2019 too. Perhaps you want to go to the gym more, or you want to eat a bit healthier, or perhaps you want to get back into the dating game. Maybe resolutions just aren't for you. You might feel that they're pointless as nobody seems to stick to them for long (the best example right now being yours truly) and "New Year New Me" is just a boring cliché. If you're still stuck for ideas, in this issue I looked at our consumption of clothes and shoes, compared with how much we actually waste, and why it might be time for a change.

We've also got a fantastic range of articles for you to get stuck into... Can you remember your first pair of heels? Michalina Cmoch investigates young girls wearing heels, and whether starting this too young can actually have a negative impact on the health of your feet. Now think back further – can you remember your first pair of shoes? Were they Chanel or Gucci? Chanette explores the world of designer shoes for children, and why this luxury trend seems to be growing as fast as kid's feet do! Branding is a key aspect in many industries, fashion included, but how far will companies go to secure their place at the top?

Kirsty Gregory examines the differences between our favourite shoe rivalry – Nike VS Adidas. Many of us love a pair of high heels to glam up an outfit on a night out, but is this actually dangerous? Abigail Miller looks into whether killer heels really are worth it, or if they are literally killer. Maybe comfort is key after all! Veganism is currently a huge topic with many of us, and it looks like it's here to stay, including within the fashion industry. I explored the world of vegan shoes and accessories, and why it might be time to try this out for yourself.

So, if your new years resolution is just to read more, then the perfect place to start is here!

Enjoy the issue,

Zara Hill  
Editor





Chloé

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# SOLE

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Juta Shoes

# CHANEL



COCO  
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A surreal fashion scene set inside a large greenhouse. In the foreground, a woman with long blonde hair wears a vibrant floral skirt, a yellow top, and a patterned jacket with a large red flower at the collar. She is surrounded by several pink flamingos. In the background, other people are dressed in eclectic, colorful clothing, including a man in a patterned sweater and another in a floral suit. The greenhouse has a high, arched glass roof and is filled with various plants and vines. The floor is a checkered tile pattern.

# GUCCI

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# EMPOWERING WOMEN *at the* ELLE WEEKENDER

An event to not only inspire but to encourage women to use their skill and wits to create businesses in their own right. Written and photographed By Michalina Cmoch

It's not what you know, it's who you know in fashion", said supermodel and former Victoria's Secret Angel, Rosie Huntington-Whitley during her talk at the ELLE Weekender festival.

She has also discussed her career in modelling, fashion and beauty with a focus on her newly built make-up empire - ROSIE INC. The British model was one of many inspiring guest speakers invited to perform at the festival, that's main aim was promoting women empowerment.

The ELLE Weekender festival is a weekend event organized by ELLE magazine and held at the famous Saatchi gallery in Chelsea. It took place for the first time this year. The festival lasted for three days, from the 30th of November until the 2nd of December 2018, and brought together inspirational speakers, industry specialists, fashion, beauty and art.

Each day was filled with interesting events organized by the festival's partners: Harvey Nichols, Benefit, Lululemon and numerous make-up and fashion brands. Attendees could take part in personalized ELLE cover photoshoots, with a hairstylist, make-up artist and a stylist provided by Harvey Nichols.

There was also a Lululemon yoga studio opened for training sessions, a Benefit anti-stress millennial-pink room, a room with an Instagrammable bouncy bed and shower filled with colorful glitter. 'Jump For Joy', it said on the wall in the Benefit studio and so everyone did.

Attendees could also visit special showrooms with collections from London's rising fashion designers, purchase unique accessories and clothes and get professional make-up done by specialists from both Charlotte Tillbury and Cloud Nine.

"I think that ELLE Weekender is the perfect place to promote women's empowerment as ELLE provided a platform for many inspirational women speakers, allowing the audience to have a variety of choice and letting them leave with a confidence boost", said Jess

Ralph, a photographer who also attended the festival. "ELLE provided a networking opportunity for girls interested in the fashion and beauty industries, allowing them to feel part of an industry that is quite difficult to get into", she added.

The whole Saatchi Gallery has been transformed into a very feminine and glittery space but there was one room that caught everyone's attention - the ELLE Café. The special coffee shop was being constantly photographed as it was full of colorful cocktails and pink cupcakes. Free issues of ELLE magazine were also available at the café.

The location of the festival was also special, "After looking into it I realized how interesting it was to be in the Saatchi gallery, a place of art normally", said Ele Prior, a PR and marketing specialist. "It had lots of things to get involved in, speak with people, listen to talks from different people and meet people from all different industries and not just fashion", Prior added.

There were many engaging workshops and attractions, but the main aim of the ELLE Weekender was promoting women's empowerment. The festival partnered with Adwoa Aboah's Gurls Talk and provided inspiring talks with powerful women from different industries.

Apart from aforementioned Rosie Huntington-Whitley, fashion designer Diane von Furstenberg, journalist Susie Lau, actress Maisie Williams and singer Jessie Ware shared their knowledge and experience.

The festival brought together people from different industries and environments who shared passion for fashion and good fun. The ELLE Weekender was a celebration of beauty, women's empowerment and all the things that women love.

Recently it has been popular for fashion publications to organize similar events with the Vogue Beauty Festival and the Glamour Festival that took place earlier in 2018. It is a good way to interact with the readers and promote magazines' visions and messages, especially in the times when online world is taking over.



Above: Picture taken at Elle Weekender  
CC MICHALINA CMOCH





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THIS PAGE, NEXT AND NEXT: ELLE CREES  
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## Elle Crees

Being a dancer comes with both hard work and pride; Crees talks about her current life and everything shoes.

A dancer and student who has always had a love of performing arts from a young age and making it into a career for herself has proved to need dedication, hard work and perseverance. For the last 5 years she has put this into practice in order to create a bright future for herself. "I always loved performing from an early age, and mum always remembered me dancing





Speaking about her love for the art: "I personally love contemporary dance as I love connecting to a song or theme and using my body to create the image. It's such a personal and raw type of dance" she continues: "But with my training I've had, I would say I specialise more in jazz musical theatre dance."

Being in the industry and wanting to be a dancer has brought some prejudice as she says: "I feel like people that don't dance or perform are very opinionated towards the performing industry. They don't take it seriously and think that it's not hard work, or a proper career."

She continues "This is very wrong, as it is probably one of the hardest career choices a person could take as you have to put your mind and body through so much. You need very thick skin to be a performer as it is very cut throat and some people can be very nasty."

Elle has also been a part of Channel 4's TV show 'Stage School'. A show that follows the lives of the students and teachers at the D&B Academy through auditions, heartbreak and successes. Speaking on the experience Crees says: "It was very strange actually, but also

quite exciting." She continued: "I didn't really know what to expect as I've never done it before, but it was nerve racking as I didn't know if I was doing or saying the right things etc. but the experience was really good and allowed me to understand how TV productions work".

Now, Elle probably spends most of her time in and out of her dance shoes but when speaking on fashion she said: "My go to pair of shoes would be a good trainer. Whenever I get time out of training trainers keep it casual and comfortable".

was little," says Crees. Being a 21-year-old student from Bexleyheath, she started dance at the age of 15 as a BTEC qualification which resulted in her completing a 2-year diploma course at Miskin theatre. She then continued on to embark on a 3-year training course at D&B performing arts academy, which is where she is currently completing her third and final year. She now trains 7.45am to 6pm five days a week: "I'd say you never ever finish training. Even when you leave college or university, you always need to go to classes to





# The Fabrics Expo

By Abigail Miller

Created by The Sustainable Angle, a non-profit organisation that has been working towards a more socially responsible future in fashion, have helped to organise and collate specific brands that have been producing sustainable materials in house and are able to make a material that will in turn better our environmental and social impact.

The show itself, founded and directed by Nina Marenzi, is made up of twelve core exhibitors along with four manufacturers and all while being supported and partnered with the Fashion Revolution, The London College of Fashion and Fashion for Good.

Core exhibitors; Bossa, with 68 years in the business and with an eye for leading products, they produce high quality and sustainable denim. Coccocon, a social entrepreneurship turned sustainable fashion label, have been in the industry for 4 years producing materials from weaving silk in house, while designing collections to the Slow Fashion standard. And Shokay, a brand who hold social responsibility at the forefront of their brand, while producing premium yak down.

The atmosphere of the event created a space where people felt the need to roam and where encouraged to explore brands that maybe they hadn't even heard of before. All the brands that have been showcased here are focused on achieving the greatest impact not just for their own company but to make the communities around them flourish.

Alice Fitzpatrick, 20, fashion design student from the University of the Creative Arts, said: "This exhibit is something that I heard about through my course to help with an upcoming project of mine. I've enjoyed what I've seen so far and it's good to see brands taking a step forward in the industry".

Making her final collection for her third year she said "I mainly came here for the use of fabrics. This event has been great for finding new fabrics to experiment with and the people based here today have been really helpful".

While the expo is a great opportunity for many people in the industry to discover new and innovative brands, the main purpose to this event seems to be the focus on finding new materials.



THIS PAGE AND POOSITE: THE FABRICS EXPO  
CC ABIGAIL MILLER

As Phoebe Chapman, 21, another fashion student based in Rochester, who specially travelled to London for the expo said: "It's interesting to see so many different ways of manufacturing and creating materials that aren't just new but to see brands implement these strategies is refreshing".

She also continued on to say that: "The main reason I came here was to shop for different samples of fabric which was a good idea in the end because I've discovered so many new brands that I have never even heard of before".

The exhibition seems to want to help bring a sense of understanding to the process and manufacturing of sustainable materials. The expo has

brought a matter of innovation to the table, which in turn can change the way people who work and design in the industry but could also change the perception of how sustainable materials could be made on a mass market scale.

The concept 'Slow fashion' is an ever evolving topic in the industry however, with brands slowly starting to implement this strategy they are able to take time and care in not only sourcing materials, but knowing who makes their materials and where.

Some brands featured at the showcase take care and pride in knowing who makes their garments and the sole purpose of their brand is to help the environment it comes from. Coccocon, the founder and

director Prakash, a German based fashion designer has created his brand to make sustainable silk as mentioned previously but one of his main priorities is to help the Indian community of women who help weave the garments together. By giving them work and a place to earn good money, Coccocon provide a safe and ethical working environment in order for the women and men to provide to their families.

With the Sustainable Angle's continuous support to these brands and this expo, more people will be able to acknowledge the strength of growing sustainable, ethical and environmentally cautious brands which will enable them to push forward into a wider market.



# Heels in the life of a 21st century teenager

Our writer Michalina Cnoch explores the dangers and effects of wearing high heels at too young an age.

Almost every little girl looks forward to the day when she can finally purchase her first pair of heels.

After spending years trying on pumps borrowed from the wardrobes of mums, aunts, older sisters and cousins, little girls who turn into teenagers are able to own their dream pair of high-heeled shoes.

According to the Health Spine Institute and its research, 72% of women wear high heels at some point in their life with 49% of 18-24 -year-old women wearing heels every day, which proves that high-heeled shoes are big part of today's world.

Social media and pop culture make young girls believe that high-heeled shoes make women feel powerful and more beautiful.

Heels are seen and promoted everywhere – from movie characters like Manolo Blahnik's lover Carrie Bradshaw, royals who wear them during official public appearances, even during advanced pregnancies, and finally to events like the Cannes film festival when in 2015 actresses were rejected to attend if they were not wearing heels.

Even though heels have always been present in media and fashion, a real revolution came about 9 years

ago when a 3-year-old Suri Cruise, daughter of Hollywood's favorite couple Tom Cruise and Katie Holmes, stepped out wearing high-heeled shoes numerous times on the streets of Los Angeles.

People around the world started questioning how safe heels are for young girls and what the appropriate age is to start wearing them.

The Health Spine Institute also stated that wearing high heels long term can lead to changing posture, back pain and can cause pressure on the feet.

Dr. Anneathleen B. Ganai-Antonio, who is a spine surgeon, told Lifestyle Inquirer online in 2013, that the appropriate age for young girls to wear heels is when they are about 14-16 years old.

"Teenagers tend to wear heels at a younger age as they are influenced by the trends in society", said Vivian Rosca, a retail manager who has been working in the fashion industry for many years now.

"They tend to purchase high heels for nights out", Rosca added.

It often starts with a special occasion, "Young girls usually buy their first pair of heels for occasions such as prom," said stylist and TV presenter, Beth Goodrham.

She has also highlighted the importance of branding and

popularity of luxury designer shoes among teenagers nowadays, "I think that if teenagers buy heels, they rather invest in the popular designer shoes. They save up for their Jimmy Choos or other popular heels".

High heels have always been a huge part of women's lives, and even though they have a negative impact on health, heels are loved by females around the world from a very early age.

However, they need to watch out as there is a new group of trendy footwear trying to steal the position of 'it' shoes.

In 2018, The NPD Group that carries out market research, stated that sales of women's trainers increased by 37%.

2019 might be a big change for the industry, "I think that nowadays teenagers rather choose trainers, DMs and sporty shoes rather than heels", stylist Beth Goodrham summarised.

Can trainers beat the popularity of heels as teenagers' dream pair of shoes? If yes, there is definitely a need for a Sex and the City spin-off with Carrie Bradshaw creating desire to buy all those trendy sneakers!



Above: Christian Louboutin high heels.  
CC PEXELS



# Bio Based Materials: Future of the Shoe Industry?

After Reebok has launched an all bio based natural material shoe, it has got the footwear industry talking.

By Abigail Miller

It's a first for Reebok, who have been a renowned shoe retailer since 1958, to bring an all raw shoe to the table – in this case, the NPC UK cotton corn.

With an upper made from 100% organic cotton, a sole made entirely from non-food sourced industrial corn fibres and insoles made from castor bean oil, it's no surprise it's making a stride forward in the shoe industry.

In a statement announcing the new creation, Reebok's Future head Bill McInnis said that it's only the start of this kind of new innovation for them, and that they plan to continue to source new bio-based materials for future products.

Bio-based, meaning anything that is made solely from naturally sourced materials, has had a particular rise in the last few years with new ways of innovative technology used to develop all kinds of new products, including shoes.

With the innovation of bio-based technology, bigger brands such as Reebok are starting to take notice in the industry as to whether this technology and material can be the future of the industry, while bringing into question whether or not we will ever see a sustainable fashion future.

Kasi Martin, 29, freelance writer and sustainability blogger believes the industry will have to be sustainable in the future. "I'd like it to not even be referred to as sustainable fashion but for that idea to be ubiquitous for designers, brands and consumers," she says. Her blog, The Peahen, where she writes about sustainable sources and style of clothing has become her outlet to speak her mind.

Martin believes it's important that the action to become more sustainable doesn't get weakened by becoming just a marketing message, especially in today's mainstream industry. "For sustainable fashion to go mainstream it really has to be about aesthetics and design. It's never going to take off if the options are equally or more beautiful than conventional designs."

While Reebok has taken a step in the right direction, there is still more work to do, Martin says. "I think it's an approach that works in our current system."

But I think for the future I'm more encouraged by brands that are innovating in technology and investing in a circular product design that moves us away from the 'take, make, dispose' model."

Sustainability for the future is always at question for the fashion industry, and many believe it starts as small as our product choices.

Jennifer Wang, 21, sustainability blogger, believes there are many ways to adopt sustainable dress sense. She blogs for Sustainability Siren, a lifestyle sustainability blog where she covers the how to on sustainable dress sense and clothing.

"For example, we can learn to mend our existing clothes rather than toss them out when there's a small rip and we can shop secondhand at thrift and vintage shops."

Speaking on the Reebok launch, Wang states: "It's really great to see bigger brands putting out these kind of products because not only do they have more freedom and resources to invest in a more specialized project like this, but they also set a great example for their competitors to follow suit."

Sustainability is an ever-growing issue and is something that is continually discussed when discussing fashion. Whether we will ever see a truly sustainable fashion industry that can stop the damage the industry causes to the environment, ecosystems and people remains to be seen.

"I am a supporter of bio-based fashion but I also believe that sustainability is not a black and white issue, and there is not a one-size-fits-all solution for every sustainability problem or every lifestyle problem we may need to design to address," says Wang.







# London Shoe Show

Visiting the London shoe show, our writer Kirsty Gregory takes a look inside the exhibition to find out what goes on.

Where on earth could you find forty-six of the best independent shoe traders from around the world all in one place? The London Shoe Show of course! Taking place annually at Copthorne Tara hotel, Scarsdale Place, Kensington, the London Shoe Show (LSS) is a popular event for all in the shoe business. Each year, twenty footwear agents and retailers come together to present UK traders with a variety of middle and upper end market shoes, for two days of the year only – you don't want to miss it.

The late 90s saw Peter Hogan Hern, the then owner of the HB shoe brand, take a small London show at the Novotel hotel in Hammersmith, and transform it into one of the most popular shoe exhibitions in the country. Justin Morgan, the current managing director and owner of HB shoes, has been attending the LSS for fourteen years and is now heavily involved in its organisation each year. "HB was founded in 1964 by Peter Hogan Hern. His father had been in the business as the agent for Ferragamo, back when importing shoes was a much more exclusive business." "I bought the business from Peter (who is now 80) in an earn-out in 2007, and Peter continues in the business as a shareholder and advisor on product. Prior to that I was MD of the UK arm of a German Shoe company, previously with a US Shoe company, but I have always been in the shoe business since graduating in economics from Dublin."

"I had been an exhibitor at the show prior to buying HB so I have been attending since around 2005" says the wholesaler from Leicester.

According to the LSS website (<http://www.londonshoeshow.co.uk/about/>) this year's show will include approximately 2800 samples from a plethora of brands, giving UK buyers a whole range of styles, fabrics, textures and colours to admire. This year Morgan is particularly interested in seeing how brands will have differentiated themselves at the LSS. "On the product side there is a lot of casual/ trainer looks – possibly too much, so at HB we are working with some fantastic Italian and Spanish factories to give us exclusive designs that allow independents to differentiate themselves."

"The sheep mentality of the multiples can make the high street boring – LSS is never boring! We do of course show trainer inspired designs, but there is a much greater emphasis on dress fashion" he says. UK agent for the brand Toni Pons, Peter Pearce, says he is also looking forward to this year's LSS. "We have exhibited at the LSS for many years. At the fourth coming March show we will be showing the collection for next winter together with the best-selling styles for this coming summer" he says.

Toni Pons is a Spanish shoe brand that specialise in espadrilles. The website says that all styles are manufactured with natural and high-quality materials, with the most popular shoe for this winter being their lines of both men's and women's espadrille slippers. ([https://www.tonipons.com/en\\_eu/collections.html](https://www.tonipons.com/en_eu/collections.html))

Morgan's company HB have also been working with different materials for this year's collection, "We are working with goat skin with waxed leathers to create super soft and flexible shoes as well as recycled and vegan products" he says. Justin Morgan says that the LSS is well worth the visit, particularly if you are an independent retailer. "The LSS is a unique event for quality independents to source unique product which is what allows them to stay independent."

"We also know that with online selling mass produced product is easily price monitored and discounted – when your offering is unique to you that price battering cannot happen." "We allow the independents to make the margins necessary to compete on the high street; they are not wanting the unsustainable margins demanded by the multiples so whilst the product is premium, the value is in the craftsmanship and materials, so the price value comparison is infinitely better than the multiples offer" he says. There is no need to register for the LSS, you are free to attend any time between 9:30 and 6:00pm on the exhibition days to talk to any of the representatives.

The LSS takes place on Sunday 3rd and Monday 4th March 2019.





# Vegan? Now your Shoes can be too

By Zara Hill

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As soon as January 2019 hit, “Vegan” was the word we were seeing and hearing everywhere. Pizza Hut launched a vegan pizza, McDonald’s in Sweden introduced vegan food items to their menu, and who could forget the infamous Gregg’s vegan sausage roll? It seemed as though “Veganuary” really took a stand this year.

It’s not just the food market that’s caught onto this though, as it appears the fashion world are taking full advantage as well.

Marks & Spencer announced a new vegan shoe range, which features 350 different styles. After announcing the new range on Instagram, the post was captioned “Step into Spring with some new season shoes, including our vegan friendly womenswear and menswear styles, available online and in stores”. This comes after the popularity of their vegan beauty range and vegan food range.

However, as promising as this sounds, some still have their doubts. Chloe Abigail, a UK blogger who has many posts ranging from cruelty-free beauty to sustainable fashion, says this is a positive change, but more still needs to be done: “I think the recent announcement from M&S is a great example of the shifting values that people are experiencing and hopefully is a step in the right direction for more fashion brands to follow,” says Chloe Abigail.

“However, I think that consumers should be wary of some big companies that are just jumping on the bandwagon and whose values don’t really reflect the cruelty-free sustainable initiative.”

“On the flip side, the more people that go out and buy vegan shoes and accessories, the more companies will see that this is what consumers want, which will help to fuel change further.”

Chloe Abigail also feels that the fashion industry as a whole need to work harder in making the products we buy more sustainable: “It’s one of the biggest industries in the world yet it’s also one of the biggest polluters,” she says, “I think it’s important for fashion to be made sustainably because the effects it’s having on our planet at the moment is detrimental at the rate at which things are going.”

“We don’t need to use such inhumane methods when we have such brilliant alternatives, like vegan leather, out there.”

M&S aren’t the only brand producing vegan fashion accessories.

Warrillow Studio make hats which are PETA Approved Vegan, and have done so since May 2017.

Rachel Warrillow is the founder and designer at Warrillow Studio, and had to make a few changes to the materials she’d used in her millinery: “Two and a half years ago, two things happened to really change gear for me. I went vegan, and had to really decide if I could carry on - I had always used a lot of feathers, wool felt and silk in my designs,” Warrillow says, “I decided yes of course I could, and then decided to re-brand and re-launch as a vegan milliner.”

Warrillow admits that ensuring her products are vegan and cruelty-free isn’t always easy: “Especially in the

beginning it took a lot of research through supply chains to establish that something is vegan,” Warrillow says, “For example, the sinamay straw I know is made from a plant, but what about the dyes used to colour it?”

I am in contact with a couple of other British, vegan milliners, and we are all trying to find some vegan felt that we will be able to make hats from, but that’s proving really challenging at the moment.”

Although it seems like the amount of vegan products available on the market is increasing, some shoppers still find it difficult to find exactly what they’re looking for in terms of ethical standards.

Georgia Harford only buys products that are both cruelty-free and vegan, as she says some can be cruelty-free, but still contain animal products: “Most of my purchases are now from independent vegan brands online, although this can go back to a cost issue,” Harford says, “It’s great that online stores like ASOS now list a non-leather filter but I believe there is still a long way to go.”

The fashion industry may be taking a few steps in the right direction when it comes to producing garments that are

completely suitable for vegans, but evidently there are still massive changes to be made.

However, with M&S already selling vegan shoes alongside their food range, at least your feet can look fabulous when you’re queueing up for your vegan sausage roll...

## Waste Not Want Not

Discussing the effects of the waste and disposal of our fashion items.

By Zara Hill

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As much as it pains us to say goodbye to our trusted wardrobe staple that after years of wear is falling apart, sometimes it just has to be done. In an ideal world, this is how it would be for most of our clothes, shoes and accessories - but is this really the case?

Many of us are guilty of buying something for a special occasion, wearing it once, only for it to sit in our wardrobes, collect dust, then eventually be thrown away. Or even worse; buy an item, never wear it, question why we bought it in the first place, only for it to be placed in the bin with the rest.

In 2015, a survey of 1500 women over the age of 16 found that 33% of women consider their items of clothing to be “old” after only wearing them less than 3 times. This may sound surprising, but many of us are most likely guilty of this.

When invited on a night out where it seems important to make the effort to “dress up”, a large number of us would frantically try to schedule in a shopping trip for a new pair of heels or scour the internet for the trendiest new dress.

Perhaps this is even more tempting for those of us who love to update our Instagram to showcase our latest threads to our followers, where we can’t dare to be seen “outfit-repeating”!

More recently, it has been estimated that the UK shopping population (50 million people) own £10bn worth of clothes that they have never worn.

Alarmingly, it has been estimated that around £140m worth of items of clothing goes into landfill annually.

This makes up 5% of UK landfill. Most of this waste is non bio-degradable, and can take over 200 years to decompose, releasing harmful chemicals and gases along the way. Recycling our unwanted garments may seem like the obvious solution in cutting down on waste, but it is currently estimated that just 1% of the clothes, shoes and other fashion apparel we recycle actually ends up being reused. The documentary ‘The True Cost’ (available on Netflix - make it your next binge on a lazy day) even shows how products we’ve donated in good faith actually end up being shipped to developing countries, where it’s basically just dumped, which has a huge negative impact on those who live there.

All hope isn’t lost though, as there are now a wide range of fashion brands making products sustainably, with the aim of reducing waste within and from the fashion industry.

Dorit Kozlovski manages Durga Universe, a fashion brand that re-uses leftover materials to make both fashionable and creative garments: “I started to sell my handmade artistic crochet hats in music festivals and on the streets. It further developed as some more friends joined and sewing began, mostly recycling and reusing leftover materials that we found in Amsterdam markets,” says Kozlovski, “Artists came along from all over the globe, who wished to paint on vintage or sustainable materials and photographers and film makers joined for various art projects to spread the message of reducing, reusing, recycling and consciousness.”

“Mostly I buy materials myself whenever I travel, looking for tribes or artisans who cultivate own

materials in an old-fashioned way, mostly by hand and in truly natural environments...Otherwise, I buy or make materials myself from vintage fabric.”

Another fashion label who find ways to recycle fabrics and other materials by making them into fashion apparel is VIDA. “We only produce items that have been purchased, which means that every item you buy will be specifically made for you. When we’re sourcing materials, we aim to use natural, high-quality materials,” says Mr. Albertini, from VIDA’s customer service team, “Thus, we want to use recycled materials or materials that are sustainably sourced”.

Although there are many fashion brands trying to do their fair share of helping the environment, there are also many ways consumers can do their bit too.

MetaWear are a fashion brand who use organic fibres and materials in their products, and currently have a farm project called “RESET” which aims to build soil health. MetaWear’s Marketing Director Hannah believes that there are a range of different ways consumers can help: “Rejecting packaging is a good start,” says Hannah, “Purchasing only what they need with the goal of keeping it for as long as possible and then recycling it when it is no longer wearable. Thinking about the cost per wear is a good exercise to go through when making a new purchase.”

So although a shopping spree for a whole new wardrobe sounds like a dream to many, perhaps it might be time to find new ways to love our old clothes.



Who owns the red  
sole?

# CHRISTIAN LOUBOUTIN

Discussing the controversial  
and majorly publicised court  
cases that Christian Louboutin  
has fought to keep his  
trademark red sole.

ALL IMAGES FOR THIS FEATURE: MODEL: Michalina Cmoch  
CC SOLE TEAM







Even though the winter season is just around the corner, fashion houses are now presenting their spring collections to the public.

In the world of shoes, Christian Louboutin has given his customers a chance to pre-order S/S 2019 products, and the fashion industry is already in love with the shoe king's unique designs, animal prints and of course the specific colour of the shoes' bottoms.

Louboutin himself and his loyal fans can sleep easy, in the knowledge that this season no one will copy the French shoe designer's signature red soles. When it was announced in June by the European Court of Justice (ECJ), the most important legal institution in the old continent, that Christian Louboutin won a long-running European process over the protection of the red sole as his brand's trademark, the industry went silent.

Louboutin spent eight years and

millions of dollars suing companies around the world that were producing high-heeled shoes with red soles. The list includes both high-street and luxury brands, including world fashion leaders Zara and Yves Saint Laurent. Even though Louboutin had exclusive rights to the use of the red sole, it did not protect the French designer from having his signature design copied. Most people interpreted the trademark as referring only to the shape of the sole, not the distinctive red colour.

Louboutin registered the red sole as his brand's trademark in 2008 in the USA and in the countries of Benelux in 2010. Everything changed in 2018 when the ECJ ruled in favour of Louboutin. "In the present instance, the mark does not relate to a specific shape of sole for high-heeled shoes since the description of that mark explicitly states that the contour of the shoe does not form part of the mark and is intended purely to show the positioning of the red colour covered by the registration," it said in a statement released on the 12<sup>th</sup> of June.

"It was his original idea, his signature for the past twenty odd years, and I think it's right that he won his case. If individual and creative ideas aren't protected then they will cease to exist," said Joanne Hegarty, a London based journalist and stylist who used to work as an editor of showbusiness newspaper and later became a stylist.

"I think it's wrong to take other people's original ideas and sell them off as your own - in fashion and on any other path in life," Hegarty added. Louboutin's love affair with heels started with a trip to the museum when young Christian saw a sign banning them. Not wearing heels in the museums was supposed to protect old wooden floors but that ban made him fall in love with that type of shoe.

Louboutin decided to open his own brand in 1990 and three years later historic red soles were created, after he took his assistant's nail polish and painted the sole of one of his prototypes. So I grabbed her nail polish and painted the sole and it became the red sole, which became my trademark years after. Red means love, passion, blood," said Louboutin to CBS.

He did not have to wait long for his invention to become his biggest nightmare, however, as not long after, shoe brands around the world started to copy his idea.

Louboutin sued several brands, first in the USA, later around the world. The trial that gained the public's attention was against famous French fashion house Yves Saint Laurent in 2011. Louboutin lost the case at an appeals court in New York after they recognized that the trademark protection of the red sole does not apply if the entire shoe is in the same colour.

After his loss to YSL, Louboutin decided to focus on the

European market and sued Dutch brand, VanHaren, in what turned into the biggest legal process of the industry. It lasted six years and finished a few months ago. The case eventually got to the highest court in Europe, ECJ, where a judge ruled in favour of Louboutin and accepted his right to protect the red sole as a trademark, regardless of the shape of the sole.

The distinctive red sole is so strongly associated with Louboutin that customers usually decide to invest in the original pair instead of buying counterfeited items. "I do see many clients saving to purchase the authentic items," says award-winning stylist Lisa Talbot, who has her own independent company and also works as a television and radio style expert.

"I wouldn't say red soled shoes, other than Louboutins, are popular or even a thing really," added Hegarty. To make customers more aware of counterfeiting in the industry, in 2012, Louboutin created a website and a special Stopfake team. "We have adopted a 'zero tolerance' policy and have put in place a comprehensive program to deal not only with websites offering fake Christian Louboutin products, but the sources thereof, the distribution systems, the auction sites and other avenues of trade in the fake products," the Louboutin website says. "This is Louboutin's trademark which they started and developed so I feel they are right to pursue and protect," said Talbot.

Now Louboutin has his boutiques in the most important fashion capitals and his red bottoms, that have been present in the industry for 25 years, are loved by the women all over the world - from famous celebrities, royals, to world leaders and women just like you!





Opposite and above: Model: Michalina Cmoch  
CC SOLE TEAM





# Little Luxury Feet

By Channette Carleo

Whilst adults all around the world are passionate about designer footwear, Designer shoes are not only made for adults.

Well known luxury brands such as Gucci and Prada, to name a few, design shoes for children starting from as small as size 0 for new born babies.

More and more parents are investing in luxury footwear for their babies and infant children. This is despite them having rapid and continuing growth during the early stages of their lives.

The 'mini me' trend may be one of the main inspirations for why designers are now producing more children's lines within their brands.

The 'mini me' trend is where parents dress their children in identical or similar clothing to what they would wear themselves.

However, production to facilitate the 'mini me' fashion trend, amongst luxury designer brands has not always been so readily available. In previous decades buying designer items for your children, especially footwear was a luxury many could not afford.

Imani Campbell, 24-year-old recording artist from London, showers her two-year-old daughter in strictly designer shoes only.

"I wear designer shoes so it's only right that my daughter wears designer shoes too. What kind of mother would I look like if I wore Prada heels whilst my daughter wore Primark plimsolls," Campbell says.

Research carried out by Baby & Children's Market Snapshot UK, suggests that millennial parents with increased disposable incomes, opting for smaller family sizes, are heavily influenced by celebrity and social media trends. And this is what provides the greatest fuel for 'fashionising' children's wear.

Designer boutiques such as Children Saloon based in Kent, and who also sell their products online, have run their business selling luxury designer clothing and footwear items for children since 1952.

"Buying clothing and shoes for your child or children can be an emotional purchase. Dressing your children beautifully is how many people express their love and pride for their children," says Children's Salon company Director Denise Hamilton.

"Our buyers travel the globe each year to make sure we carry the most beautiful, high quality brands. We offer everything from Armani to Burberry, Gucci to Ugg Australia and many more. We do very well with all of the brands."

It has been reported that the average British child's wardrobe is worth more than £1300, with 71% of mums spending more money on clothes for their children than for themselves or their partners.

However other mothers disagree and do not believe that purchasing footwear is a sustainable or practical option.

36-year-old, Finance Officer, Diane Siabe from London says; "I would never spend such silly amounts on designer footwear for my kids whether I like the look of them or not," says Siabe.

"You buy your kids a pair of shoes 1 week and it doesn't fit the next. Spending up £200 - £600 on feet that grow every five seconds makes no sense and is something I would discourage despite collecting designer shoes myself."





# What boot are you?

What boot are you this season?  
Everything from snake print to military  
combat boots are calling your name.  
Which one will you be sporting this  
winter?



SNAKESKIN PRINT HEELED BOOTS ZARA £79.99



LEATHER COMBAT BOOTS THE KOOPLES £365



LAURA 85 LEATHER KNEE BOOTS GIANVITO ROSSI £1110



VICTORIAN BUTTON-DETAIL LEATHER BOOTS ALEXANDER MCQUEEN



KATE LEATHER ANKLE BOOTS AEYDE £265



EMBROIDERED SUEDE KNEE BOOTS ISABEL MARANT £565



LEATHER COWBOY BOOT TOPSHOP £85



LAURA 85 KNEE BOOTS GIANVITO ROSSI £1110



LEXY SUEDE-TRIMMED TEXTURED-LEATHER BOOTS STUART WEITZMAN



# A Day in Her Shoes

In the heart of London's West End, the towering statue of the New Broadcasting House sits tucked neatly in a corner behind Portland Place.

Even from the outside the important presence of this building can be felt. Visitors and passers-by stop outside to take photos of themselves standing in front of the British Broadcasting Corporation (BBC) sign which sits enlarged above the entrance to the glass building.

From the inside of this iconic architecture, beautiful views of London can be taken in for miles on end. The building bustles with people who move around with a sense of urgency. Meetings are taking place, phones are ringing, the sound of keyboards typing is constant, whilst live television and radio broadcasts are being played on screens and speakers throughout the 8 floors of the office building.

"People always seem pleasantly surprised when I mention where I work. And even more so when I tell them my position here at the BBC. It's usually followed by....How did you manage that?" Mc Alistair says.

Mc Alistair, 35, was raised in Guernsey, Isle of Man. She is an only child to her parents who worked in the labouring industry.

"As an only child my personality has always been quite out there. I would have to keep myself entertained and I think it's because of that I found myself wanting to challenge myself in what I was capable of doing," she says.

Mc Alistair attended Edinburgh University. She was the first of all her family members to have ever achieved this. Mc Alistair enrolled to study for an International studies degree. She found herself becoming involved in debating and as speaker on several social justice panels which she extremely enjoyed.







Image taken by Channette  
outside the BBC.

After her first year at university and having found her new love of debating, Mc Alistair had a change of heart and believed that she would be the perfect suit as a Barrister. Mc Alistair did a course conversion and completed a Law degree at City University's Inns Of Court School of Law.

Mc Alistair started working as a Barrister once she had finished university. Whilst she has been very successful as a barristershequicklyrealiseditwasnoherplaceofpassion.

"I hated it! Learning about law and actually working in it are two different worlds, I just didn't take to it," she says. "Yes, I felt powerful and I was happy to be a part of a predominately male industry, but it can be very depressing, extremely long hours and unformed which does not suit my personality," she says.

Personalitypetrudes off McAlistair at first sight. She stands at 6ft 2 with loosely tousled blonde hair. She wears a black blouse with tight fit black jeans, carries a Louis Vuitton bag, has Armani sunglasses perched on her forehead, Yves Saint Laurent leather bracelet strapped to her arm and last but not least, 4-inch heeled leopard print ankle boots.

"This is my favourite footwear ever. I bought these boots in Venice from a small boutique. They were €300. I think that's a steal I definitely could not leave them," she says.

Mc Alistair outfit and shoes say so much before she even speaks. McAlistair loves to make a luxurious fashion statement even whilst at work and believes what you wear, especially in a male dominated industry, is very important.

"I became a producer & reporter on BBC Radio 4 after carrying out work experience. I honestly believe my personal style is what made me stand out especially amongst the men. It also helps that I am quite tall which meant a lot of men had to look up to me when I spoke and give me respect. And if I was not taller than them I would wear a pair of 6-inch stilettos to make sure I did," she says.

Mc Alistair believes that shoes are one of the most important pieces of an outfit. "Shoes can make or break an outfit or what someone thinks of you. I'm personally prepared to spendasmuchas£5000ontherightpairofshoes,"shesays.

Ex working colleague of Mc Alistair, 29-year-old, Farrah Jarrah, says "You always know when you're in a room with Sam. It's hard to overlook the swag of a tall beautiful blonde-haired woman decked in Gucci and with a style

of walking that can only be described as a fabulous strut". Jarrah worked with Mc Alistair on campaigns for social justice which is Mc Alistair's on-going ethical hallmark in her current leadership position at BBC Newsnight.

"Her confident exterior is matched with a kindness of heart and compassion that will look out for those around her or in her place of work who are less privileged, and you can always count on Sam to send the ladder of confidence down so that others can be lifted up." Jarrah says.

Whilst working at BBC Radio 4 Mc Alistair yearned to become more involved in a hard news and journalism environment. She organised a day of shadowing on the UK's leading news show Newsnight.

"I went there for one day and I have been here ever since" said Mc Alastair. "I offered to help out on whatever I could whilst also working at Radio 4. Then the perfect position came up with Newsnight and the rest is history," Mc Alistair says.

Sam has now worked at news night for 8 years and has made great achievements and relationships via her current role. As leader to team members and other mentoring other females hoping to enter the middle-class male dominated journalism industry.

Winifred Okocha, 29, who also works at the BBC and is one of Mc Alistair's best friends said: "Sam has been the most helpful person I've met in my professional life so far. She goes above and beyond in everything she does and stands out as a leader who is not afraid to say the truth at work and protect others - the mark of a true leader."

"While I can't put into words all of the things she has done for me, I can say that she's truly amazing. And, to top it all, she's always looking super glam and strutting her strut, not caring for a second what people think of her. She's a true inspiration and I feel lucky to have her as a colleague and friend."



# Footwear Forgotten in Film

By Zara Hill



ALEXANDER MCQUEEN

Films - we've all got a favourite one. Whether you love an action thriller like James Bond or a seasonal romcom like Love Actually, there's something for all of us when all we want is to cosy up in bed with a takeaway watching a movie on a Sunday evening.

A major part of films that we may or may not notice are the outfits. Any fashionista would be able to tell you why Cher Horowitz's yellow plaid suit is so iconic, but how often do we notice the shoes?

Of course there are films where the shoes are absolutely vital to the plot. But shoes often play a much bigger role than just an item worn on somebody's feet. Although there are a few major examples we could all name, they're not always that noticeable. Where would Dorothy be in the Wizard of Oz without her ruby slippers?

Aside from having the power to transport her back home, they played a much bigger role in the classic movie than we think. It's been reported that more than one pair of the iconic shoes were worn by Judy Garland, with four known to still exist today, although there has been speculation that 10 pairs were used during filming.

One of the pairs were stolen 13 years ago from the Judy Garland Museum in Minnesota back in 2005, before they were found in September 2018 after an FBI investigation. After 200 hours of

returning the stolen shoes to a fresh and clean state, they now reside at the National Museum of American History in a specially-made environmentally-controlled case.

The cult classic "Back to the Future Part 2" also featured shoes as part of the plot. When Marty McFly and Dr Emmett "Doc" Brown travel to 2015, which is portrayed as incredibly futuristic, they find self-lacing Nike trainers.

Despite shoes playing a role in some films, their part in costume design doesn't always go noticed by audiences. Freelance costume designer Carole Fraser, whose work includes the Netflix series Love Sick and BBC Two's Two Doors Down, says this may relate to camera angles when it comes to filming.

"The shoes are often overlooked but that's purely because our main focus is waist up," says Carole, "The camera is more often than not on the face or top quarter of the body. Only when we fill the frame with the full body do we get to see the shoes but that's not to say we mustn't always get them right."

Fraser believes that it's all down to the way a character is portrayed in the story: "It really depends on the character. The Wizard of Oz for example, what would Dorothy be without those red slippers? Or SJP in Sex in the city - most of her dialogue would be gone!" says Fraser. "The shoes are as important

at telling the story as every other piece of costume. The only problem is that we don't always get to see them but we have to get them right just in case."

Costume designer Kyle Flynn-Davies, who has worked on a number of theatre productions, says that footwear is just as important as any other part of a character's outfit. "I think shoes are such an important part of costume design, especially for the actor," Flynn-Davies says, "A shoe can completely change the way a character walks which can influence the entire presentation of the character to the audience."

Additionally, Flynn-Davies points out how parts of a character's costume can be seen negatively, and shoes are no exception. "I think sadly as well, it's often only when a costume doesn't quite work that it gets any sort of attention, like in Jurassic World when people complained that Bryce Dallas Howard's character wore heels the entire film when she was running from dinosaurs," he says.

"When shoes can change so much about a character's movement and help tell you subtle details about a character it seems right that they should get more credit." Whether it's a glass slipper or a ruby one, shoes can tell us so much about a character - even if it's far more subtle than we realise.





# No end in sight: The current state of the High street.

By Abigail Miller

For the past few years in the UK there has been a downfall in sales on the high street. It has become somewhat of a hot topic especially hitting big brands such as House of Fraser and Debenhams, even resulting in wiping brands off the high street altogether.

According to the Local Data Company, from their Fashion Sector report published at the end of 2018, from July 2012 to July 2018, a six-year period, fashion and general clothing saw a net decline of 15.1%. With a staggering 16.1% drop in independent fashion department stores and footwear stores in the same period.

It is clear that people do not see the high street the same as they did before. Whether it's because of what an online retailer can offer consumers; more discounts, a wider range of product or a convenient shopping experience. Compared with the bricks and mortar stores on the high street, although providing a physical shopping experience, are appearing to be struggling to compete with the online market.

According to the same report the women's clothing and footwear sector ranked the third most declining industry across Great Britain for the last six years, joining public houses and Inns, Banks and other financial institutions in first and second.

Department stores have taken a massive hit in the past six years resulting in many store closures and even closures of companies. As a result of the market change they have come under extreme pressure, particularly in the past two years with, according to LDC, the closure of the brand BHS in August 2016, with other major players such as House of Fraser, Debenhams and more recently Marks and Spencer.

An article from the Guardian reported that 85,000 retail jobs have disappeared from Britain's high streets in the first nine months of 2018. Working for these big brand names who some may say have been a part of the British high street scene for decades, can bring a significant worry as many fear they will lose their jobs.

Claire Valle-Cowie, 26, a sales advisor at Debenhams said "I do fear for my job, hearing about the closures of stores puts everyone on edge as to whether they stay or go".

Cowie who has been with the company for six years explains how for some of the retail workers their job is important to keep: "Some people here have been here for over 20 years, this is all they have ever known and retail is the only thing they know. For them it will be devastating as it will mean a complete change in their livelihood".

Debenhams, being a multinational retailer since 1778, have been one of the biggest high street department stores. They have been a brand that have always been recognisable within Britain however, over the last few years they have experienced a significant downfall in profit and sales. According to Retail Sector Debenhams have suffered a 3.4% drop in sales from January alone and have struggled along over the Christmas period.

Although many have experienced hardship over the last few years some retailers have managed to keep afloat and continue to grow. Leading brands such as Zara, H&M and John Lewis have all exceeded their expectations and have been able to navigate their way through a difficult time.

John Lewis, another big department store on the high street, has been able to stay afloat and experience some highs in 2018 carrying them through to 2019. They have been considered one of the traditional brands of the high street thus keeping their appeal to their consumers.

Chris Brown, 25, manager at Primark said: "To be honest I think retailers on the high street need to up their game. Maybe physical stores can't offer some services that online retailers can but what we can do is make the physical shopping experience the most enjoyable".

Even though the demise of the high street will continue to be somewhat of a hot topic that will continue into this year, the survival of what everybody knows and loves about it will most likely change.





# Summer Shoe Style

By Kirsty Gregory

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“Sometimes I like to close my eyes and imagine what it’ll be like when summer does come” – Olaf from Frozen. Cold nights, dark mornings, a frosty windscreen on your car awaiting you each day. Winter gives you plenty of reasons to look forward to warmer days ahead. With many people starting to book summer holidays to alleviate the winter blues, here’s what you need to know about buying shoes for the warmer season!



Amber Piddington worked for high street shoe brand ‘Dune’ for almost two years, selling a variety of shoes through the year. “[For winter] the most popular shoes were knee/thigh high boots and also flat pumps,” says the 21-year-old from South East London. So, if you have bought knee high boots in the past, and still rock them now, you’re bound to be among the thousands of boot loving Brits donning their favourite pair each Christmas.

For the sunny summer, Piddington recommends something a little brighter, “summer is always pastel colours, stripes, bright colours and leopard print too.”

“I think platform sandals will be popular again this year, with straps that go around your ankle, they’re quite nice to go with a simple dress on holiday to go out for dinner,” says the ex-retail assistant.

With many retailers stocking summer sandals, from Missguided to Topshop, Asos to Office, you’re sure to find everything you need to complete your July looks.

Piddington also suggests that when choosing shoes, you should consider how often you’re going to be wearing them. “You need to make sure that they are going to be comfortable and that you will be getting a lot of wear out of them; are they going to go with a lot of outfits, are they difficult to walk in. Otherwise, you’ll end up wearing them once then putting them at the back of your cupboard never to be seen again.”

“Personally, I’m drawn to shoes which I know will compliment a lot of my outfits, so I quite often go for shoes that are black, brown or white, just because I know they go with most things,” says Piddington.

On the casual side of things, Morgan Beeson knows exactly what to go for if you’re in the market for a new pair of trainers. “Sports style sneakers have always been popular, but it depends what you want them for.

For example, if you want trainers for running you probably want something that is going to be a breathable, lightweight material.

You’d also probably want to consider if it has a textured sole for grip.”

“If you’re buying trainers for a fashion choice, it’s much more about personal style and possibly which brands you like the most; we sold a lot of Adidas and Nike compared to something like Reebok or Puma,” says Beeson who has just left her role as assistant at high street store ‘JD Sports’.

For this season the ex- JD Sports worker says that she thinks that canvas style shoes will be popular this year, “Converse will be quite popular I think. People seem to have a pair of them or Vans as a kind of wardrobe staple.”

Beeson agrees with Piddington in terms with colours for summer shoes, suggesting that brighter colours are preferred in the hotter months.

“Classic white or pale colours tend to do well in the summer, I think it’s pretty much the same sort of thing that people look for every year,” says the 19-year-old from London.

Like Piddington, Beeson agrees that choosing shoes that will go with a lot of outfits is a good idea when picking new summer shoes.

“I like black or white shoes as I know they always match, I like trainers and boots as they are so comfortable, especially after I used to spend all day on my feet at work,” she says.

With summer sunshine becoming closer to our grasp every day, it’s time to think about what shoes you’ll be slipping into when the days get longer and warmer. With so many options available across a variety of stores, you’ll certainly be spoilt for choice this year!



ior

One of the most Advanteuarde designers of the twentieth century; Monsieur Christian Dior certainly did not ask for any permissions when he decided to launch his bold and luxurious haute couture collection, in Paris in 1947. His designs show a clear difference in the effects of Paris compared to Britain at a time when fashion had come to somewhat of a stand still following World War Two. Materials of all kinds were rationed, coupons were issued for basic clothing, and women conformed to wearing items such as snods for factory working to prevent their hair from being caught in machinery.

Many were shocked by Christian Dior’s fairy tale, dreamy pieces made from silks, beads, embroidery pieces which had been non-existent for almost a decade. Featuring items such as long full long length ballerina skirts, dresses and coats which quickly pegged the collection as “The New Look”. The new look would go on to revolutionise the silhouette look which impacted the fashion from the 1950s and hence Dior’s journey had begun.

# Designer of Dreams





In partnership with Swarovski, the Victoria and Albert Museum in Kensington, London hosts the Christian Dior Designer of Dreams exhibition between 2nd February to 14th July 2019 focusing on Christian Dior's British influence and impact on the fashion house. The exhibition is opened with a distinct two piece. The 1947 Dior Bar Suit is centred in an all-white, low-lit room. The black pleated full wool skirt that was once ripped from a woman's body in Paris (by those who were appalled by the collection) and the ivory cinched blazer jacket which boasts the remines of the 'New Look' collection.

The room also displays memorabilia such as a passport of a Dior House model showing stamps for Germany, Britain and Morocco in the 1950s whilst Dior travelled around the world trying to get his brand internationally established. A photograph can also be seen of Dior facing a wastefulness protest later that year, by a group of women in Chicago holding placards with the words "We abhor dresses to the floor!"

"Being here I can sense Dior was a fearless individual, either that or he was crazy! I respect his craftsmanship and eloquence but I'm not sure if I could take on the world like he did", says Anthony Powers, 37, Personnel fashion stylist. Past this introduction to the launch of the 'New Look' there is an open celebration of the Dior fashion house and its successes as you move between the different rooms

which collaboratively hold over 500 pieces. With a taste of multi culture apparent throughout designs inspired by Indian, Asian, African and American cultural dress just to name a few, you grasp the diverse and versatile flowing capabilities of the fashion house. But what really sets this re-imagined exhibition apart, even against the original Paris' Musée des Arts Décoratifs show which celebrated 70 years of the Dior Fashion house in 2017, is a room dedicated to Dior's passion for Britain and its fashion flair.

The centre piece of this room is the iconic customised dress Dior made especially for Princess Margaret (daughter of King George VI) for her 21st Birthday. This dress became famous once captured by photographer Cecil Beaton. The dress is a cream layered burst of draped chiffons, Bourdieu neck line and embellished beaded slate. A perfect literal fairy tale dream dress fit for a princess.

But this is just a taster of what's to come as you enter the Garden Room which celebrate Dior's child hood love for flowers and gardening. Tempting the humblest of them all to take a quick selfie or two in what has to be the most instagrammable room in the entire V&A museum. Laced in flower petals from ceiling to floor with dress designs that camouflage into the set design each design becomes more and more out of this world and dreamy.

However even that will not prepare you for the piste resistance of the ball room which gives you the real illustration of what makes Christian Dior the Designer of Dreams. In a grand circular ball room with subtle chiming of bells which crescendos to a dramatic drumming finale, orchestrated with dim to bright lighting changes and an astrological 3D visual ceiling which adds to the ambience whilst positioned in a breath taking, elegantly designed grand chandeliered room. Dawning elaborate gowns and ensembles Dior's passion for eccentric designs and costumes comes full circle.

With Luxurious fabrics of soft pinks, whites and golds with extreme embellishment, this room will again take you back to that feeling of escapism that the "New Look" collection of 1947 brought to those who wished to escape the wartime austerity into a world of possibilities in a ball gown of your dreams. This room displays star studded pieces as worn by Rihanna, Nicole Kidman, Jennifer Lawrence and Lupita Nyong'o. From the very beginning of his Fashion house Dior had always aspired to design pieces for women to wear from head to toe such as hats, shoes, perfume and accessories.

Dior collaborated with several expert designers in respect of these lines, including iconic designer Yves Saint Laurent who took the lead as Dior's assistant in accessory design and later became successor of House of Dior at the age of 21 when Christian

Dior died of a heart attack in 1957 at the age of 54-years-old. It was from 1953 Shoe maker Roger Vivier who studied sculpture at the L'ecole des Beaux Arts in Paris would take Dior's aspirations into reality. Vivier designed shoes for Dior up until 1963. During this ten-year working relationship Vivier's designs left an imprint on the style of the Dior Fashion House with untraditional fabrics, colours and embellishments used to create iconic foot wear.

"My Friend Roger Vivier puts shoes on the most elegant feet in the world, helping me to realise my own dream of dressing the "Christian Dior women from head to toe", Christian Dior wrote in the memoirs. Although British Vogue was originally banned from featuring Christian Dior's 'New Look' by the British government the Heritage Collection of Dior magazine covers winds down the exhibition well. Displaying publications from 1947 to 2019. This gives an impressive and clear snap shot of the Dior fashion house brand and rising evolve over the past 70 years.

"This is one of the most amazing exhibitions I have been to I never knew about Dior's love for Britain in such detail it makes me feel more connected to him now", says 21-year old, London College Of Fashion Student Chanel Bates. "As an aspiring fashion designer I now feel inspired to be brave, think out of the box and not conform to what society dictates to you should be fashion but rather create what fashion is to you".







# Juta Shoes

By Zara Hill

Discussing the fight that Juta Shoes is outting up for fair and ethical fashion while still being able to run an up and ocmin gbrand.



Sustainable fashion is such a big topic in the industry today, so it's no wonder so many up and coming brands are following suit.

Juta Shoes are a brand who believe in fair fashion, that everyone has a right to know who made their shoes, and that they were paid and treated fairly.

Juta Shoes was founded in 2016 by Sabeha and Joanna, and has been going strong ever since: "Juta is a social enterprise that was set up to combat the issue of social and economic exclusion of marginalised women in East London," says Joanna Hamer, who as well being the co-founder and co-director of Juta shoes, also works on the product design, operations, marketing and communications, sales and customer service, financial modelling and business planning.

"We work with women, mostly from migrant or refugee backgrounds, who face barriers to work," says Hamer, "We wanted to create a safe and supportive community space that valued their skills and provided flexible, well-paid, creative work."

"We run an employability skill scheme, and employ graduates to make our handcrafted reclaimed leather shoes and teach shoemaking workshops." As well as knowing who made your shoes and being certain on how they're treated fairly, Juta Shoes also pride themselves on knowing where the materials for their shoes come from, and that they're sustainable materials too: "We work with upholsterers, interior designers, and local factories, taking away the offcuts from their work," says Hamer, "We also reclaim post-consumer leather from furniture and restaurant upholstery, as well as vegan materials from charity shops and donations. These small scraps are often headed for landfill, but because our pattern is made up of small pieces, we can reclaim the materials and turn them into shoes."

Juta Shoes stock a whole range of footwear on their website. This includes slippers (with some made from vegan fur,) slides, sandals and even a shoe-making kit.

As well as shoes, they also sell accessories, including aprons made from reclaimed denim and leather, laptop sleeves and clutch purses, both additionally made from reclaimed leather.

Most of their footwear is bespoke, allowing the customer

to have free rein over exactly how they want their shoes to look: "First, the customer chooses the style, size and colour they'd like," says Hamer, "Then we check the leather, cut the pattern, pin the leather to the soles, and hand-sew them together with waxed linen thread."

Juta Shoes also offer workshops for anyone who is willing to learn how to make shoes, and Hamer says they love teaching others the craft: "People began to ask if they could come to our studio to watch us make shoes, then started to ask if they could join and make their own," says Hamer, "There's something amazing about seeing people make something they didn't think they could make. It's also a wonderful opportunity for our makers to gain confidence teaching their skills to others, and for our guests to meet our makers and hear their stories."

For Hamer herself, learning how to make shoes actually started on the internet: "I learned from YouTube! I think there are so many amazing movements going on where people are learning where our clothes are coming from, how they are made, and how to get involved in the making process ourselves," says Hamer, "Shoes seemed like one of the more opaque clothing items, and I wanted to see if I could understand more about their construction."

Although Juta Shoes pride themselves on working with sustainable materials, Hamer feels that more should be done within the shoe industry in terms of sustainability: "I think there's a lot more being done than ever before, but I wouldn't say it's enough," says Hamer, "Adidas is doing some great things with making shoes from recycled fishing nets, and Nike uses their ground-up soles for playground surfacing, but the vast majority of all shoes can't be recycled as they're made of many materials glued together."

"The future of the footwear industry has to include fewer glues, which are toxic to workers as well as preventing recycling, circular and modular designs, and local production."

Although there's evidently a long way to go in the battle for sustainable fashion, Juta Shoes are a great example of how the fight against female unemployment, fairer wages and standards for employees and environmentally-conscious sourcing of materials can all go hand-in-hand with fabulous footwear.



THIS PAGE AND BEFORE: JUST SHOE PRODUCTS  
CC KANAHAYA ALAM





# The Cinderella Shoe

Exploring the important role your bridal shoe plays in your big day.

By Michalina Cmoch

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Fairy tales have always played a very important role in girls' lives and the Cinderella story is probably the best known of them all. Almost every little girl has dreamed that one day, she too would find her own version of Cinderella's glass slippers - and that perhaps the prince will come along too.

Little girls grow up, but the glass slipper has remained a symbol of childhood dreams. And what better occasion to turn into a princess than your own wedding day? Weddings require a lot of preparation with a list of seemingly unending boxes to tick - and choosing that perfect pair of pumps is definitely one of them.

"I think shoes have become such a feature in womens' looks and wardrobes that it's no surprise to see shoes being almost as important, and in some cases, more so than the dress," says stylist and trend expert Nikki Oji, who also writes articles for her own blog.

Many factors need to be analysed when choosing the perfect pair for the big day - from the variety of styles and unique colour palettes to the height and type of the heel. Every bride is different and every bride has own priorities when choosing wedding shoes, but the most important is to stay true to yourself."

"I would advise a client to think about the style of their dress, the colour, whether the shoes were going to be visible, and if they hoped to wear them again someday," said Oji. She has also revealed the most popular colour of the wedding shoes this season is blue - "clearly due to the 'something borrowed, something blue thing".

Comfort is also a very crucial when choosing wedding shoes. The shoes that the bride wears during probably the most important walk of her life - the one down the aisle - should make her feel confident and comfortable.

"For some brides finding the perfect wedding shoes is equally exciting to falling in love with the perfect wedding dress, for others scoring a solid wedding shoe is as simple as considering comfort which is the most important thing no matter how much you value style,"

said Roxana Nita, UK based fashion stylist, who began her career as a retail manager, styling celebrities, royals and brides for the big occasions.

She has also shared her tips - "wear your shoes in the house before your big day, you will stretch them and they will be more comfortable".

Nowadays brides are spoilt for choice, as both high-fashion and high-street brands are competing to bring more and more unique collections to the stores. Jimmy Choo and Manolo Blahnik, leading shoe designer, recently launched special bridal collections. Starting with personalised campaigns - "I Do in Choo" and "Married in Malolo" - to interesting events and luxurious services.

While Blahnik focuses on classic styles and colours, Choo has been inspired by the Cinderella story, creating a pair of pumps for a 21st century princess. Silver heels are covered in Swarovski crystals and cost a mere £2,995.

Jimmy Choo went one step further, introducing a special service to its elite customers. "Make an in-store appointment for a unique and unparalleled shopping experience with bespoke in-store bridal services including Champagne shopping days for bridal parties," the official Jimmy Choo website says.

"I think the bridal shoes service is an essential service that every significant shoe brand should have!" said Nita.

There are many options to choose from but in the end, it doesn't matter if the future wedding shoes will be designer or not, staying true to one's own style is probably the most crucial advice. Once the decision has been made, there is nothing left to do apart from putting the perfect pair of pumps on and taking the walk down the aisle.



# Shirley Clifford

Our writer Kirsty Gregory interviews shoe loving Shirey Clifford to #

By Kirsty Gregory

Shirley Clifford was only nine years old in 1942 when she discovered her obsession with shoes. It was war-time in her hometown of Bristol, but despite the bleak atmosphere she still found a way to indulge her footwear habit.

“When I was little, shoes drew attention to your feet because if you had big feet they’d give you extra coupons,” says Clifford, who’s now 85 and lives in Greenwich. “I’m only 4’3 so needless to say I didn’t get many shoe coupons.”

At the time, the most sought-after brand for many young girls was Bata, which had created a new style of sandal that little girls would queue up to get their hands on. Tomáš Baťa opened his first UK Bata shoes factory in East Tilbury, Essex ten years earlier, in 1932, and their popularity was still going strong.

The average sneakerhead in 2018, is male, 21 years old and owns 34 pairs. The most they would have spent on a pair is around 300 dollars, according to survey site stockx.com. Sneakerheads are people that collect pairs of trainers as a hobby, with some wearing their collection and others preserving them in storage.

Clifford grew up in a house with seven siblings, meaning that money was even tighter during the war. She was not allowed heels when she was young, she says, although she desperately wanted a pair. “I always wanted a pair of high heel shoes, but my mum said no. When I went to work I bought Cuban shoes and they absolutely killed me, but to make a point I stuck with them,” she recalls.

“Then high heels came out, around 4” high, and I loved them, and I was small so decided they were for me.” After many years of expanding her shoe collection and enjoying her shoe freedom, Clifford realised that heels were possibly not the best choice for comfort and practicality. The grandmother of four knew that her

mum had been right all along, with her knees and feet beginning to suffer with the impact of wearing heels all day long. Instead of causing more problems in the future, Clifford focused her attention on collecting miniature shoes instead of shoes she could wear herself: “I took my granddaughter to Debenhams in the ‘90s, and they’d started bringing out these mini ornamental shoes that you could buy and collect,” she says.

“I spotted a little mauve dented wedge heel, by a company called ‘Just the Right Shoe’, and fell in love. My granddaughter saved up all her pocket money and bought it for me. After that family and friends noticed how much I loved my miniature shoe and everyone started buying them for me – and that’s where my collection began!” Amy Lawrence, 35, granddaughter of Clifford, says that she wanted to show her Nan how much she loved her by gifting her the shoe. “My Nan and I were best friends growing up, when she said how much she liked this little shoe, I was desperate to get it,” she says.

“I was only about 12, I think, but I saved up all the pocket money I had and got my Mum to take me back to Debenhams and bought that little mauve shoe – I was so excited to take it to my Nan!” With over 20 miniature shoes in her collection, Clifford has quite an array of shapes and colours, from bridal shoes, to wedges and sandals. Although Clifford loves her shoes, she says that she doesn’t think that the millennial generation enjoy collecting as much as her generation. “I think you have the odd few people that are staunch collectors, but nowadays so much is done on computers that everything is online and there aren’t so many physical things to collect. It’s not the same as it used to be.” Mubi Ali, buyer at Sneakerstuff, says that he owns over 4,500 pairs and is a self-confessed sneakerhead. In an article by the New York Times in 2018, Ali has been collecting since 1996, and even has a storage unit for his extensive shoe collection.



This page: Shirley Clifford  
CC Shirley Clifford

Louise Webb, 21, says that she has always enjoyed collecting starting with antique rabbits when she was small, and becoming a Disney addict as she has grown: “I have always loved visiting the Disney shop, but as a little girl you only notice the toys. Once I got to working age, I noticed all the things you can collect and fell in love,” she says. Not only has Webb spent over £1,000 on Disney collectables, from ornaments to jewellery and clothes, she even dressed as Princess Belle for her eighteenth birthday. “I have a pair of high heels covered in pictures of scenes from Beauty and the Beast which were bought for me,” says the Disney fanatic. The performing arts teacher from London loves the romance of Disney, with Beauty and the Beast being her favourite film. “I have grown up

always watching Disney. When I watch a Disney princess film it makes me so happy. I love the idea of fairy tales, the true love, the songs, the dresses – I just wish I was a princess myself so that a prince could sweep me off my feet!” Despite her personal love of collecting, Webb also feels that the majority of the millennial generation do not have the desire to collect like older generations: “Technology has taken over and they don’t see the value in having something that someone else might never get to have. We do live in a materialistic world, but I don’t think that that is the case with collectables.”



# Paper Dresses Expo

By Kirsty Gregory

The quaint little staircase leads to the basement, where lies a room filled with wondrous colour and design. The room is filled with sounds of paper cutting, tearing, and elegantly falling to the ground.

The Hellenic Centre in Marylebone is presently home to the #TextMe\_PaperFashion exhibition in collaboration with the Greek cultural organisation of ATOPOS' Contemporary Visual Culture's Paper Dress Collection.

The exhibition is a pop up which displays paper dresses inspired by text, culture and design. Garments include Warhol's 'Souper' dress, and designs by John Galliano.

On arrival, the room is quiet, there are two other admirers of the collection however the room remains peaceful. Looking up, there are rails of paper dresses suspended from the ceiling. None are the same, each has its own personality and design. One dress may catch the eye, but all the garments are worth seeing. In wooden display cases sit more wonderful paper garments just waiting to be explored. Gold paper underwear, shoes made from paper and origami paper earrings are just a few of the inspiring pieces created by designers from all over the world.



In 2003, ATOPOS CVC started collecting paper garments for research purposes, and originally focused on the '60s trend of wearing paper dresses. Since then the collection has expanded greatly, making ATOPOS' collection of paper dresses one of the most interesting in the world.

According to ATOPOS, disposable paper dresses were first produced by Scott Paper Company in 1966 to promote its products. Since then, paper dresses have been used by many brands as an advertising tool, such as 'Butterfinger', the 'Yellow Pages' and many more.

THIS PAGE AND OPPOSITE: PAPER DRESS EXHIBIT  
CC KIRSTY GREGORY

Christina Sotiropoulou works for ATOPOS and spends much of her time travelling the world acquiring paper garments from designers to use in the travelling pop up exhibition. "The exhibition started in Athens and it moves around countries."

"My favourite item changes, at the moment I really like the fluorescent paper trousers, they'd be great if you went out clubbing in them. I have also always been moved by the stuffed coat inspired by the homeless people" says Sotiropoulou.

The exhibition features an oversized transparent coat, which is stuffed to the brim with newspaper pages scrunched into balls for padding.

It is interesting to consider whether there is a future for paper dresses in the 21st century. In a world where millennials are quick to buy fast fashion and buy a new outfit every time they go out, could paper dresses provide a sustainable method of shopping when paper can be recycled?

Sotiropoulou says that owning paper dresses would make it easier for people going on holiday, "If you went on vacation with ten disposable paper dresses and wore them all, you'd be able to come back with virtually no luggage!" she says.

"I'm always more drawn to the Japanese way of doing it, they heat the plant vigorously and from that make paper. But it's the same plant that they use for other fabrics like cotton or linen, so it comes out like a long yarn, which paper can be made from. It is a possible solution to a more sustainable future" says the ATOPOS worker.

Jade Symonds, who also attended the exhibition, thought that paper garments would be a great investment in the future of the planet, "In an ideal world it would be nice to see people really taking to these, it could actually sort out all the clothing waste going on and it would be cool to just bin an outfit but responsibly when you don't want it anymore", she says.

"I really like how quirky the designs are, especially the Japanese ones, they're so cool. I study art, so the Warhol dress is a favourite of mine" says the student from London.

The #TextMe\_PaperFashion exhibition is a free event running until Sunday 24th February at which point it will move on to another location. Tickets can be registered for on Eventbrite.

The exhibition can be found at The Hellenic Centre, 16-18 Paddington Street, Marylebone, W1U 5AS.







# MANOLO BLAHNIK

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# Killer Heels

Exploring the effects of wearing high heels over a long period of time on your overall health and posture.

By Abigail Miller

High heels, a fashion statement or a confidence-booster, are in nearly every women's wardrobe, despite the fact that the damaging effects they can cause have been widely publicised.

Statistics taken by the Spine Health Institute show that 72% of women wear high heels at some point in their life, with 70% wearing them for special occasions and 31% wearing them in the workplace.

Sadly, not many women realise that wearing high-heeled shoes can not only cause severe damage to the feet, but can have detrimental effects to the rest of the body as well.

Wearing heels can push a person's chest forward as a result of the lower back being pushed forward, taking the hips and the spine out of alignment, the Spine Health Institute says. High heels also put excess pressure on the knees and the balls of the feet, while flat shoes evenly distribute body weight, thus helping to keep the spine straight and calf muscles relaxed.

"Heel height can make a number of foot problems worse as the higher the heel, the increased pressure transfer to the forefoot," said Steven Thomas, a podiatrist at London foot and Ankle surgery who has spoken out about the unsuitability of high heeled shoes. "A small heel can often be helpful. A high heel causes the ankle to be less stable and increases forefoot pressure."

Narrow, high-heeled shoes can be even more damaging to feet, Dr

Thomas says. "A not severe, but very common case is a corn development to the outside of the fifth toe area, due to narrow footwear choice."

"Over time, pressure and irritation to the side of the foot can cause bunionettes. In diabetic patients, particularly if they are neuropathic, tight footwear can cause ulcer formation in areas of their feet."

Wearing high heels at work can make things worse - but many jobs require women to wear them. In March, 2017, ministers in parliament debated a bill to shame employers who make wearing "sexist" clothing in the workplace mandatory. This included high heels, revealing clothing and full-on makeup.

One Labour MP, Gill Furniss, told parliament that her daughter Emily suffered a fracture in her metatarsal after being forced to wear high heels at work - and that she was not given sick pay compensation.

Demi Kemp, 20, legal secretary from London who works in Canary Wharf, has chosen to not wear high-heeled shoes in the workplace for a variety of reasons.

"Working eight-hour shifts in high heels can really hurt your feet and then you have the commuting too, by the time you get home you have blisters and struggle to walk properly in any kind of shoe for the next couple of days," she says.

Kemp, whose job requires her to cover three floors, also said that wearing heels in the workplace

made her less productive as they hinder quick movement. "It would be uncomfortable to get around the stairs wearing heels every day. I consider them to be impracticable in the workplace," she says.

Kemp developed heel spurs the first few months of her job, after wearing high heels to make a more "professional" impression. "High heels make you look more professional and I have noticed that people perceive you as being smart and looking the part when you are wearing heels," she says.

The painful spurs, however, changed her mind. "This made me realise that wearing heels wasn't worth the consequences and that flat shoes were actually a lot more practical for commuting and being on your feet working all day."

When seeking advice as to what to do to look after your feet, Dr Thomas recommends seeing a podiatrist as they can give more specific and tailored advice to each individual.

He suggests to allow footwear to dry between use and to also check that whatever footwear you are wearing is well maintained, that it fits well and is suitable.

"Feet are the most neglected areas of the body," he says, adding that "fashion seems to be a priority over foot health".





ABOVE: CHRISTIAN LOUBOUTIN SHOES  
CC CHANNETTE CARLEO

# Christian Louboutin Enters the World of Sports Footwear

By Channette Carleo

Run Loubi Run - When high end luxury meets urban street style.

Luxury fashion designer Christian Louboutin kicks of 2019 with the launch of his first ever sporting footwear collection....Run Loubi Run.

The spring/summer 2019 collection was previewed at Paris Fashion Week in reformed church L'Oratoire du Louvre. Fashion insiders witnessed as pieces from the collection were put through their paces worn by models who were seen running, jumping and igniting energetic dance performances. There was even a feature from French actor Kevin Mischel, a self-taught street dancer who will also star in the urban dance movie "Break" directed by Marc Fouchard, adding to the urban spirit as reflected in the design of some of the pieces.

The sporting footwear market is a billion-pound business and according to research carried out by fashion search engine Lyst; trainers are already the most popular fashion item of 2019, with up to one million shoppers looking for a new pair of trainers to buy each month.

It has been over three decades that the Christian Louboutin brand has been revolutionising luxury fashion designs, introducing unique styles, textures and craftsmanship that can be distinctly recognised throughout history.

However, this latest collection adds something completely new to the brands signature as its luxury designs meets sporty, urban street style.

Avid trainer and luxury shoe collector Jordan Watson, 21 says, "I have bought the trainers because I love the concept and they look really cool but honestly I feel like I have a customised pair of Nike Air Vapors and Balenciaga speed trainer morphed into one, pretty smart if you ask me and there will be a lot of youths wanting to get their hands on a pair."

In 2018 the fashion world saw a huge influence in trainers and sports footwear with the return of the chunky platform trend, which was also popular in both the 1970s and 1990s. From the catwalk to high street more

and more chunky sole casual foot wear became a clear fashion statement piece so much so that the trend also became very apparent in not only shoes but trainers also.

Even billion pounds sports brands such as Nike felt the pressure to keep up with the catwalk trend and we saw the re-vamp, design and campaign for one of its most well-known running trainer collections Nike Air Max. The new Nike Air Max Plus Vapor is described to boast a super-techy Air Max Plus (identical to that of 1998 design but) with a floating cage, cushioned with a logo heel. This became the sporting chunky foot choice for many youths in 2018. This influence may have been passed on by many popular sports men such as Anthony Joshua, Usain Bolt and urban music artists such as Stormzy, Ghetts and Fredo who have all been photographed wearing this footwear of choice to big events, campaigns or across their social media.

Additionally, Designer Balenciaga lead this trend from a luxury perspective with its Tripple S and Speed Sneakers appearing to be the chunky trainers of choice. Balencenciga made successful sales from these products alone with the Speed Sneaker which became a popular trainer not only for its chunky sole but also the comfortable, casual yet smart form fitting sock which gave the footwear a dual wear use.

So is this Louboutin usual advante guard production and savoir-faire or may there have also been some influence? One of the main pieces from the Run Loui Run collection, which has already been causing a stir across social media in the first month of release, is the Spike Sock Donna Neoprene retailing for £965.

According to Louboutin this piece is Inspired by the world of running and the Spike Sock Donna sneaker combines flexibility with a modern look. Crafted in neoprene, it's all over tone-on-tone spike embellishments give it a bold, elegant feel with chunky heels designed for women on the go.

"I have worked for Christian Louboutin for over a decade I have never seen anything like it. This product has been three years in the making says Zena White, 29-year-old boutique manager at Christian Louboutin. I definitely feel like trends have inspired this new design and this is how the brand has sustained the market, the world changes and you have to change with it. People want to be cool in the streets but still feel luxurious. This range is the perfect combination and it has been flying off the shelves already".

For women on the move, this may be the perfect option of both comfortable and luxurious footwear - the perfect Cinderella sports shoe. The question that remains is, for almost £1000 will people purchase what may just be seen as an expensive trainer that already exists in the market? Only time will tell and street fashion will inevitably be the decider.



# Adidas: The Way I Nike It

The athleisure market continues to flourish among 18-24 year olds, creating a greater rivalry for trainer brands like Nike and Adidas. But which brand is considered superior?

Revenue from the footwear sector amounts to over £79 million worldwide in 2018, compared to just over £69 million recorded in 2017, according to statistics site statista.com. As the industry's revenue soars year on year, so does the competition between brands to gain competitive advantage in their sector.

Samuel Beeres, 21, is a self-proclaimed Nike-aholic, owning seven pairs of shoes carrying the famous tick logo. The engineer from Coventry says that the look of the shoes that he wears is one of the important considerations he faces when making a purchase, and the price he is willing to pay is reflected in this.

"I'm happy to spend more on my shoes if I feel like it's worth the money," Beeres says. "With Nike you're guaranteed comfort and a good quality trainer which is what I want to be buying into."

Nike was the best-selling sports shoe brand in the UK in 2017, according to statista.com, generating sales of over £164 billion. It is therefore unsurprising that it is commonly trusted by the consumer market to provide a good shoe.

In fact, sports industry expert Matt Powell, who is the vice president and senior industry advisor at market researching group NPD, said in a tweet that Nike sell approximately 25 pairs of shoes per second - yep, that's a lot of people just doing it.

Beeres says that he looks to Nike for their signature rubber studs, which provide a padded cushion for the sole, which Adidas does not have: "They're so good for walking about in, they give me a springy step and make the shoes really cushioned."

To Nike's despair, other brands are on the war path to get to the top spot of the athletic shoes market. Ladies and gentleman, here comes Adidas. Although Nike is still the leading apparel brand for its sportswear on paper, there appears to be an increase in Adidas' popularity.

Proud supporter of Adidas shoes Kyria Constantinou says that they are her go-to for everyday life: "I just find them comfier and they have a lot more designs available and different types and styles of shoes to pick from," says the law student from Enfield.

"For me, Adidas are definitely the most creative, and I find Nike and Converse give me blisters so I can't wear them all day."

Comfort and creativity are one thing, but there is also the financial aspect to consider when buying shoes. Not only do Adidas offer a variety of footwear, they also give a wide price range, with cheaper options starting at £25 and more expensive shoes sitting over the £200 mark. Similarly, Nike offer sandals starting at £15, with their most expensive item currently in shops selling for £265.

Constantinou says that she buys new shoes a few times a year, and will spend more on a shoe if she feels it's worth the money. "I'd say I buy new shoes about three times a year and wear them at least five times a week. I'm aware that some of my shoes cost a lot of money, but I do think I make use of them and I do like to keep them clean and look after them so that they last a long time before I need new ones."

With 18 new shoes set to be released in November alone, it is fair to say that Adidas are certainly trying their best to grow their sales, constantly creating new innovative designs to capture consumers' attention. Comparably, Nike currently offer 369 newly released shoes on their website, giving an extensive range of choice to their already large customer base.

Constantinou, 20, says sports shoe brands are fighting to come out on top. "There is definitely a rivalry between Adidas and Nike - mainly because they're the two leading sports brands in terms of shoes and clothing," she says.

"I find that people either pick Nike or Adidas and once they've picked that brand, they're loyal to them, making it harder to purchase another brand's product. I sometimes feel weird myself if I'm wearing Nike bottoms and Adidas trainers - I'm not even sure why!"

Beeres sticks to what he likes. "I think Adidas are Nike's main competitors, but for me there really is no competition, Nike trumps them every time."

Nike and Adidas seem to continue to thrive as companies, despite increased competition from other sports shoe brands, including Vans, New Balance and Reebok. Although Nike seems stable at the top of its category for now, will it remain top dog?











# Natures Gift

Looking into the “Fashioned from nature” exhibit at the V&A museum and all that it entails.

By Zara Hill

When Charles Goodyear and Thomas Hancock found a way to enhance rubber found on para trees to make it waterproof in 1821, they had no idea that this would be what most of the trainers we wear are made with today.

Similarly, lace derives from the lace-bark tree, which was first found in Jamaica in the 1800s, and is now used for giving flat shoes a pretty and elegant touch.

Although this all sounds lovely, both of these were also the start of the fashion industry’s harmful effects on the environment. The increase in collecting rubber from the Para trees lead to the decrease in the number of them through damage, as well as harm to the ecosystem all together. When Jamaica turned into a popular tourist attraction around 1880, lace-bark was used for souvenirs as well as fabric for products like shoes, leading to the fall in the number of the trees.

Between 21st of April 2018 until 27th of January 2019, the Victoria and Albert Museum have held their “Fashioned From Nature” exhibition. Held in their fashion and textiles gallery, this exhibition is said to “Explore the complex relationship between fashion and nature from 1600 to the present day.”

When you first walk in, you’re greeted by long pleated dresses pulled in at the waist by corsets, along with information on where the cotton comes from and how dangerous it can be for the environment. Alongside this

are a pair of mustard shoes, known as “Worstedts”, which were worn between 1720 and 1740. They were made from wool, and were worn to protect from the wind and rain. They were made from a long type of yarn, which was combed so the fibres sat in a way to make the fabric both compact and smooth.

As you walk around, the exhibition space has a rather serene atmosphere. There is low-level lighting, accompanied by the sweet sound of birds tweeting, followed by the sound of a rainforest, almost transporting you to parts of nature.

Upstairs, where the present day fashion is situated, was a lot busier, but still fairly quiet. Clusters of school-girls sat with their sketchbooks, while stylish men and women silently concentrated on reading the displays.

In terms of the dyes we use today, many advances have been made to make the process more environmentally-conscious. Colorifix has been working on a method of dyeing which uses less water and is pollution-free. They worked with fashion designer Stella McCartney in 2017.

This part of the exhibition space highlights how both businesses and consumers need to be aware of the damage that we’re doing to the earth through the way we produce and consume fashion.

Blogger Abbie Jones says she finds others way to buy rather than just from mainstream retail stores: “My way of shopping more responsibly is

to shop secondhand on sites like Depop, from vintage sales and re-wearing items from my wardrobe to get more wear out of them.”

Jones believes that the fashion industry has a lot to answer for when it comes to the production of goods: “The fashion industry has a pivotal part to play in helping reverse climate change. The cotton industry itself is polluting our environment far more than other more forms of pollution by pumping the toxic waste water from factories into local water ways.”

One fashion brand that’s trying to tackle this is Teemill, a clothing brand from the Isle of Wight. “We use more sustainable materials and renewable energy to make our products.” says Marcus, from their customer service team, “We’re trying to accelerate sustainable fashion.”

As a company, they believe that it’s more of a brand’s responsibility to change how fashion is produced: “The burden is not on the consumer as much as the brands to engineer, innovate and create new products, materials and use different energy and even different economic models to make fashion work. We make stuff people need, packaged as what they want.”

If a t-shirt brand can do this, then the question falls as to whether or not shoe brands will follow suit, which is exactly what this exhibition aimed to do; give everybody something to think about.



# Susanna Michalek

Our writer Michalina Cmoch sits down with Susanna Michalek, a 21 year-old CEO on building her make-up empire.

By Michalina Cmoch

Make-up has always played an important role in womens' lives. Recently, with the boom of Instagram and other social media, beauty bloggers have been competing in order to create the most beautiful looks on their faces and so have beauty companies who keep on inventing new products. There are well-known global players in the market, but they have some major opponents now. The era of young 'boss ladies' has come.

Kylie Jenner may have just become the world's youngest billionaire and hit America with her famous lip kits but Europ has its own 'boss lady' who is building her make-up empire. 21-year-old Susanna Michalek created her own make-up brand called Soiree only three years ago, but it is already loved by industry specialists from world famous fashion publications, Vogue and ELLE.

"The idea for business was created in March 2016, two months before my final exam. I talked on FaceTime with Marta Adamska, then a high school friend, and after that conversation - was the co-founder of my business." We talked about the new trend of matte liquid lipsticks, which became so great during the first three months of 2016 (undoubtedly thanks to Kylie Jenner and her three, premiere Lip Kits).

„So coming back to this conversation on FaceTime, which we had with Marta a certain March night, I joked that we would have done better [the formula on a matte lipstick] and the innocent joke quickly turned into a reflection on the business plan", said Susanna and explained how it all began.







Susanna has also shared that bad quality of available matte lip products has driven them to create something different and unique.

“We were annoyed by the lack of availability of Kylie Lip Kits, but we were also constantly looking for alternatives to well-known and widely respected brands, such as MAC or NARS (MAC had 4 shades of its liquid formula at the time, and everyone was neon).”

„As we have already found a lipstick, each made a heavy shell on her lips, which dried her lips and did not look nice at all. What’s worse than wearing them and going through the day constantly thinking about your lips - do they look good? Is the color still sticking? Are they not too asymmetrical? After all, such thinking would fuel every complex.”

Matte lipsticks have been produced by most of the well-known brands after the successful debut of Jenner’s product but what makes Soiree matte lipsticks stand out is definitely the unique formula that has not been introduced by any cosmetics brand before.

“Soirée Cosmetics distinguishes two pillars: the biochemical aspect and the aspect of the brand’s soul. Bio-chemically, mainly, the quality and integrity of the cosmetic formula. [...] Soirée lipsticks are based on three main active ingre

dients - hyaluronic acid, GHK tripeptide and vitamins. There is a beautiful aroma of natural vanilla and you get a lipstick that does not dry, is imperceptible on the lips, and yet it stays all day long”, the young entrepreneur explained.

“Soiree Cosmetics is a brand that focuses on quality. Our lipsticks distinguish a unique and innovative light formula thanks to which the application and wearing of a cosmetic becomes a daily little pleasure”, said a former PR inter at Soiree Cosmetics, Zuzanna Kordel. She has also described the brand in three words “innovation, quality and dream chasing”.

At the age of 18, most teenagers do not know what steps to take and are lost when it comes to their career choices, but Susanna decided to follow her dreams and focus on her passion. She fell in love with make-up when she was only in the sixth grade and was discovering different options and products over the years, in secondary school and high school.

Many make-up products have passed through the bathroom at her family house, but Susanna admitted that her mum was never a fan of strong full make-up looks and Susanna’s passion to beauty is “self-made”.

“Often at 2 am, when I could not sleep, I stood in front of a mirror in the bathroom and did full-face makeup, learning to use the method of elimination, what to apply and how it looks on my face”, she said and added that she has always been obsessed with lips.

“I was always attracted by full, even big lips and I wanted to do it myself. I was giving a lot of attention to the appearance of my lips, care and the products I put on them.”

Susanna admitted that she is planning to do a ‘technical break’ now only to come back even stronger and prepare the brand to reach its global potential. She wants to introduce a wider range of products to the customers but claims that Soiree will always remain a brand focusing on lip products.

Soiree Cosmetics has only existed on the market for three years, but it already has success stories on its account. Appearing in the bible of fashion world was definitely one of them.

“I read emails and I had to pinch myself when I found out that British Vogue had written to me regarding publishing the information on lipsticks in their paper edition.”

Susanna has also admitted that she will never forget when Sephora, the biggest chain of retail stores selling cosmetics, invited her to the brand’s headquarters in Paris and became the mentor of Soiree Cosmetics.

Despite all the successes and great ideas, sometimes women have to go through a lot to finally secure their place in the industry and it is not always easy to be a CEO in a world full of male competitors who have been running similar companies for years. Especially when you are an 18-year-old CEO.

“It seems to me that despite all the movements and exhortations to gender equality, women still have to work harder than men, to treat them seriously and respect them and their time, I have often faced discrimination and I have often felt I that people wanted to deceive me or look down on me due to my age” Susanna summed up.



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