



## PRODUCT

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# Stylefile

● This year sees Rockin' Reptile make its UK debut and, following a successful launch at Pure last month, the brand looks set to establish itself as a directional label.

Created by designer Shan Tan, the range is based on the philosophy that catwalk shoes should be available to all style-conscious women, without the barrier of a designer price tag.

Originally established in Malaysia, the brand has already had three successful seasons in Ireland, and Irish distributor Maria Barber will represent the brand in the UK. [www.rockinreptile.com](http://www.rockinreptile.com)



● Hetty Rose has unveiled the first few examples of its custom-made Kimono collection, comprising shoes and accessories crafted from vintage Japanese kimono fabrics.

Each shoe is unique, made from the buyer's choice of fabric with wooden heels, recycled leather and natural leather soles for footwear as wearable as it is directional.

"The designs are simple, yet provocative," says designer Henrietta Rose Samuels. "Colour is the overriding attraction, and each design carries its own identity." [www.hettyrose.co.uk](http://www.hettyrose.co.uk)



## Taking liberties

● Footwear label Finsk is a new a/v 09 stockist at London department store Liberty, taking its total number of stores in the UK to five.

The brand, which launched for s/s 05, quickly established its trademark as being its architectural wooden heels.

"We develop new techniques and finishes for the heels, but we try to stay true to our own style rather than being too fashionable, so that the shoes can be worn for several seasons," says sales manager Jennifer Levy.



## Bean waiting

● Runner Bean, the new label from the founder of Fly London, lends a vegetable-inspired persona to each and every shoe, a caricature of which can be found in the lining.

French Bean is pictured leaning on the Eiffel Tower, Baked Bean can be seen soaking up the sun on the beach – and the initial reaction to the brand at its Bread & Butter launch earlier this year suggested that the quirky unisex label was something that buyers had been waiting for for some time...



● Having made moccasins at Passamaquoddy Bay on the Maine Coast by hand for over 100 years, the Shorey family has chosen 2009 as the year during which it will expand within the UK.

Up until now, the unisex designs have been available exclusively through three UK stockists. However, the US brand is now looking for new retailers for its shoes, which are hand-sewn to the tip before being decorated by local Native American Passamaquoddy tribe craftspeople.

Kevin Shorey, fifth generation owner of the company, says, "We're still producing the styles made popular by my great-grandfather with updated comfort features." [www.quoddytrail.com](http://www.quoddytrail.com)

## Prints charming

● Karen Millen footwear has taken a new direction this year, incorporating bold colours and striking prints across its range of shoes and sandals.

Silhouettes remain sleek with slim stiletto heels and feminine shapes maintaining the brand's elegant identity, but the designer has pushed the boundaries of colour and design with a new, safari-inspired influence.

As well as prints depicting the tropical leaves of the jungle, the brand's platforms have had an animal-inspired make over with a new zebra print material in striking black and white.

