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Hetty Rose: shoes with stories

Known for her use of amazing vintage kimono fabrics, Hetty's designs have taken shoe embellishment to a new level! Tuesday December 8th, 2008 12:57 pm



All imagery courtesy of Hetty Rose

Upcycling, the practice of reusing old clothing in new designs, is having something of a vogue moment. Amelia's Magazine has frequently featured work by designers who recycle vintage pieces, including MIA and Clements Ribeiro. Next to step up to the mark is foot wear designer Hetty Rose.



Hetty's shoes are made from recycling old Kimono fabrics. The shoes are all unique and made to fit, providing a truly individual shopping experience. Within an industry saturated with boring ballet flats and static stiletto heels, Hetty Rose shoes offer something different. Now in her third Kimono inspired collection, there's plenty to choose from to (literally) stand out from the crowd.



The use of Kimono fabrics draws attention to the historical story behind the shoes, something which often appeals to vintage shoppers. These fabrics were once worn by Japanese Geishas in a world that has slowly disappeared post World War II (Thank, Memoirs of a Geisha for inspiration). The hidden story of these fabrics makes these shoes even more desirable in my eyes. Who wouldn't want to walk a mile in the shoes (almost literally) of historical women miles and years apart from us?



What's also great about the collection is that it's simple. These aren't off-the-wall, barely wearable designs. Instead they are shoes your mother might even pick out. Flats feature vibrant, colourful prints but in classic, comfortable shapes. Strappy t-bars come in beautiful fabrics, and round-toed platform heels look positively walkable. Very much Eastern in influence, these pieces aren't something you would find easily on the high street. With their unique patterns combined with simple designs, these shoes wouldn't fit in with the hordes of uncomfortable, uninspiring bad boys out there at the moment.



The most attractive quality of the shoes lies in the tailoring service. Each pair of shoes is made specifically to fit your feet perfectly à la Cinderella's glass slipper. The shopper chooses the shoe, selects the fabric, measures her own feet and waits for her perfect pair to materialise in Hetty's workshop. And hey-presto, shoe magic is done!



So who is Hetty Rose? Well, unsurprisingly, Hetty is a recent graduate of the London College of Fashion in Footwear Design and Development. She set up her own business in 2007 and has been stocked across the country (and abroad) ever since. Find her at Conco Boutique, One Camille Boutique, Last Boutique and The Natural Store in the UK or online at her website.

Written by Becky Cope

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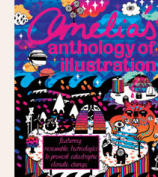
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