

Out with the **old** and in with the **new**



Flip Flops

Bright, vivid, psychedelic and metallic colours are a fresh addition to the dirty, 'second hand' and 'used' look we have all got used to. At the Bread and Butter fair in Barcelona, there were lots of colours, and silver and gold metallic shoes even for men. Shiny metal studs and Swarovski crystals are no longer just for dressy fashion shoes and also appear on espadrilles and trainers.

Lime green, orange, yellow and purple are mixed with white on retro jogging shoes from Reebok and multi-coloured elastic bands from Royal Elastics (for men). There are bright fluorescent sandals with leather soles from Flip Flops and with a shiny silver lining from new Danish designer Lise Lindvig.

But there are still plenty of natural looks around. Jute and heavy canvas are very trendy especially on big off-white vulcanised rubber soles with tyre tread foxings from Simple. Sometimes these faded natural colours gain just a touch of bright highlight such as lime coloured laces. Ugg doesn't just make boots: they now produce nice leather sandals with jute uppers in neon-bright colours such as fuchsia and cobalt blue. Old-fashioned vulcanised looks are also trendy. The Danish Kawasaki and Spanish Victoria factories have used old outsole moulds to recreate the look of 39 years ago.

Being a sporty fair, Bread and Butter has always concentrated more on sporty and jeans fashions and is really great for seeing new trends in men's and casual shoe labels. From Denmark, Royal Republiq has men's shoes with leather soles mixed with sporty rubber front and back cupsoles and uppers in full grain to create a relaxed sporty look.

PATENT SHINES THROUGH

Another bright colour story is patent leather. Old style '70s basic leather

European style boots without collar padding are made as simple and stripped down as possible. Kickers, OXS, Buffalo and Doc Martens have been updated in black, orange or pink shiny patent with white soles, linings and laces to make them look summery. Bright colours are found on men's smart shoes too with Fly London having men's long-toed lace up shoes in bright red patent.

The main colour for next summer for men, however, seems to be matt white, in all styles from loafers to trainers. Rokin of Sweden has loafers with the bar covered in shiny square pyramid-shaped studs. Skate shoes for boys, however, still come in black and white combinations, often with skull and crossbones designs (still fashionable) or heavy rock symbols.

Collaborations are the name of the game with Reebok, Converse and Vans all working with various street artists to make limited editions of shoes with painted uppers. Many other brands are following suit.

Sporty crossover shoes from Dutch designers now seem to be



Ugg

FOOTWEAR FASHION: BREAD & BUTTER

Last



Rokin



Royal Republiq



Jan Jansen



Etnies

Reebok



Fly London



popular. Quick has tied up with Spyder (Formula 1 racing team) to make streamlined low sole shoes in high grade full grain leather. Jan Jansen, who has been making 'arty' shoes for the past 30 years or so, has launched a new line called Jan Jansen Sport, with hybrid styling, soft leather and chunky rubber foxings. The favourite colour combination remains black and white but styles are anything but classic.

A TOUCH OF NOSTALGIA

Another retro look is the 'Dirty Dancing' theme and light grey sweatshirt jersey is back again for simple leggings, tops and tennis shoes. The latter have been given a totally new look having been put on to a high heel while still keeping a thick white sole and laces; a sort of combination fashion and sport. Vulcanised shoes on high wedges are another popular update from Palladium, Rocket Dog, et al.

And, even though there are mainly boys and sporty shoes at Bread and Butter, we can also see towering platform flip flops from Golddigga and sky-high platforms from Playboy. Metallics and perforations are a clear trend as seen on the curled up ballerinas by Jump. 🌐