



Small details make a big difference

We will see colourful shoes and sandals again for next summer, say the designers at Bread and Butter. The really bright colours which had been forecast for this summer (2008) were on show again at for next summer (2009).

Brightly coloured shoes (or bags) are the perfect accessory to create a touch of colour against simple black or white clothes—and neon green is much more flattering on the foot than worn next to the face. There are simple comfortable shoes in plenty of colours, offering an alternative to being head to toe in bright coloured clothes next summer.

For women, we will have fuchsia, turquoise and orange patent sandals (again) next year, in comfortable wide bands often with touch and close fastenings or elasticised bands.

Styling is simpler than this summer's multi strapped and buckled gladiator footwear. Heels are not too extreme: wedges, cones and block heels and often a simple platform built up in the front too. Mixed bright colours are used for details like laces, stitching, heel tab and binding on classic nice black or white shoes, as by Lacoste.

Penny Leese casts her eye over the footwear on offer for spring-summer 2009 at this July's Bread and Butter exhibition in Barcelona.

Bread and Butter is actually a streetwear fair, for active young people, which is why so many of these new bright shoes are on simple flat or nearly flat soles. When shoes or sandals are high, they are often on wedges; newest is the inverted pyramid or ziggurat shape, in steps. These soles are made in cork or recycled rubber or PU.

It is the small details that make the new women's fashion shoes appealing. Ballerina shoes are getting more sophisticated, often with contrast elastic toplines, or interesting linings and socks with print or different colours. Id contraire from France makes a wide range of colours in simple but sophisticated ballerinas, all with a perfectly matching built-in ribbed sock.



Dr Martens

McLaren

Colourful printed linings, straps and heels bring classic court shoes in grey leather up to date at Lise Lindvig of Copenhagen. Sporty shoes in fresh white have multi-colour neon bindings, printings and laces—for men and women. There is lurid neon all over one-colour boots in green, cobalt and orange by Dr Martens, and similar colours in men's patent brogues by Fly London. For the really conservative, what about colourful laces instead by Mr Lacy?

Bright graffiti prints by famous artists make simple canvas sneakers colourful. Collaborations with famous artists make the shoes even more desirable, like Boxfresh's shoes by Welsh graffiti artist Pete Fowler.

And the classic boat shoe is back, only it is not so classic. It comes in multi-colour leather, each part of the shoe in another colour, or even in check prints. Classic boat shoes from Sebago and Sperry come not only in mixed multi colours, but in metallic with white and even in light coloured madras check cotton. There are multicoloured children's versions too from Gant.

Cash in on a label

Once you have a good brand, make the most of it. Bensimon, the French injected casual shoe brand, introduced cosmetics, perfume and clothing at the Bread and Butter.

Famous designer collaborations are the way for established brands to get more "street credibility". Fashion designer Raf Simons has made a new Dr Marten's boot with cut-outs. Branded link-ups appeal to the male consumer, like the second season of the McLaren shoes, although many have racing tyre inspired soles and sporty looks, there are also high-grade, full-grain dressier shoes, also in the same high price bracket.

Comfort counts

Shoes that are sandals. Sanuk is new to Europe from the US; the company makes comfortable unstructured shoes with an EVA moulded sandal-type footbed. They seem to be a cross between carpet slippers and flip flops with their wide foot and soft EVA sole, no counter, and floppy textile upper.

Like Rubber Duck, these shoe

/sandals are garnering success since they have been seen on celebrities such as Brad Pitt. Now, there is a children's line too, scaled down from the adults'.

Hybrid shoes are appealing to consumers who want something unusual, but very wearable. From Rubber Duck there is a colourful 'Kung Fu' Chinese type shoe in soft cotton twill, only it is on a multicolour stripe EVA sole. One of those simple comfortable hybrid shoes that just needs a celebrity endorsement to become a giant seller.

Vegetable, ecological and recyclable are being embraced by more companies. Lacoste, for example, now has a traceable collection, where components are traceable from start to finish. Even the dyes are vegetable.

From El Naturalista, a 'Recyclus' collection which is not glued, but sewn together in organic cotton thread, with recycled and reground rubber for the soles, and veg-tanned leather for the uppers, with a minimum of glue. Inside there is natural cork for cushioning. On these "natural" collections, the veg-tanned



Cobian



Pro-Keds

leathers come in soft saturated pastels like pool blue, coral and lilac. Hand-painted flowers enhance the handmade look.

Natural materials are a fashion look too; natural cork covers both footbeds and wedges at Camper, amongst others. Chunky real wood heels and wedges are no longer covered or hidden in sandals and shoes made in Spain and Portugal, they show themselves off.

Camper's are in light coloured lime wood. New outsole wedges on shoes and sandals look homemade, they are built up in inverted pyramid/ziggurat construction, in layers to create interesting wedges (Art, El Naturalista).

Recreations of old styles in new colours are everywhere. LA Gear has its basket boots with diamantes, and Quick from the Netherlands has recreated basic styles from 30 years ago in nice coloured leathers.

Shaded prints make old styles look new. The Reebok Freestyle comes in all-over printed leather, stripes, and in shaded colours fading from orange, pink or blue to white.

For men, hot summer wear is no

longer just sporty Velcro strappy river rafting sandals or simple flip flops. Styling is more 'ethnic' with uppers and footbeds in natural jute and cotton, making wide toed sandals in natural colours with an ethnic feel.

Men's sandals next summer have basic slip on styles, a wide-band toe thong or an X cross strap, also slip on. Footbeds and often uppers have what is called 'Vintage' print, where the print looks worn out like an old T-shirt.

High level men's shoes are no longer stiff and formal; in fact shoes such as Camper's look better on than off. Soft, full-grain boating inspired styles are unlined, and unstructured, with elasticised toplines and extremely comfortable. Perfect for a Barcelona summer.

Children's lines

The kids' area at the fair has been dropped. If you want to see

children's shoes in depth, then you have to go to MICAM or GDS instead. But a few brands at Bread and Butter were adding children's shoes to their lines. For kids, there are scaled down versions of adult's shoes, from Fly London exactly the same styles as the adults, "so that you can fly from age seven".

From Gant classic preppy styles like the boat shoes, just with Velcro instead of laces, and some small-size sneaker styles. They have already been well received by retailers.

Bread and Butter although it still supports up-and-coming designers, has now become a much more international fair, where buyers can find labels that they can buy in their own countries. Some of the smaller, quirkier labels have got lost in the process, but it is still a fantastic fair to visit: Spanish ambience with German organisation, a perfect combination. 🍷

NEXT DATES FOR BREAD AND BUTTER

Autumn/Winter 2009:
Spring/Summer 2010:

January 21-23 2009
July 1-3 2009