



White sandals by Nero Giardini reflect the styles of the Italian and French Riviera in the 1940s.

CREDIT: MICAM

Oh Carole

On Milan's iconic streets of high fashion, such as Via Montenapoleone, all doors are open to Aldo Premoli, and his name is on all the best lists because even the biggest names value his views on shoes.

In his role as fashion consultant to the Italian Footwear Manufacturers' Association (ANCI), Mr Premoli is travelling the world these days, helping retailers and footwear buyers understand shoe trends for the seasons ahead. Most recently, he has turned his attention to spring-summer 2010.

He seems relieved that the styles he has seen for the season express some emotion. "When footwear

The Italian Footwear Manufacturers' Association (ANCI) has once again put together a trends report for the spring-summer 2010 season with the help of Aldo Premoli, fashion consultant to Milan's top footwear brands.

manufacturers produce emotion," he says, "they achieve extraordinary results."

His big-banner concept for women's footwear for spring-summer 2010 is Icons of Beauty, and the first example he picks is Carole Lombard, Hollywood star of the 1920s, 30s and 40s (in films such as *My Man Godfrey*, and the original *Mr and Mrs Smith*)

who died in 1942 in an aircrash at the age of 33, leaving Clark Gable widowed. "This is not being retro," says Mr Premoli. "It's a way of being feminine. Movie stars matter more today than top models and Carole Lombard represents colour, drama and dreams. If women stop dreaming of looking elegant and seductive, the content of fashion would be gone."



The Condor Trade sandal (left) from the spring-summer 2010 collection by Brescia-based Anna Fidanza. Gianmarco Lorenzi (right) reflects 1940s glamour. CREDIT: MICAM

Hair, lips, feet

Another reason for picking Carole Lombard, he says is that hair and lips are now reminiscent of the 1940s and there is, for him, an undeniable correlation between the face and the foot. So just as the waves in Carole Lombard's hair and her carefully lipsticked lips aimed to show her face in the best possible light, spring-summer 2010 shoes must show "perfect feet", the ANCI consultant insists. "Feet have to look great," he says, "with nail varnish for toenails carefully selected to mirror lipstick."

The themes he has identified across the ranges of footwear brands will be producing to help retailers attract consumers include Urban Chic Marina, which he describes as "a very chic style, perfect for the urban environment, and reminiscent of the styles that would have been seen on the Italian or French Riviera in the 1930s or 40s".

The green trend will also continue for some time to come, he says, and for the season in question, this will

partly be reflected in a second theme, Gardens. Gardening is very popular among the urban population now, Mr Premoli points out, because people still yearn for something of the countryside. As far as shoes are concerned, this translates as more solid shoes, but nothing as solid as a

work shoe or anything with a military feel to it.

Madonna magic

The 1980s will also feature prominently as an inspiration for fashionable shoes in spring-summer 2010. There is a strong link between the 1940s and the 1980s, says Aldo Premoli, and if Carole Lombard is the icon who encapsulates the spirit and style of the earlier decade, the woman who does the same for the 1980s is Madonna. The liking the singer had then for Latin American themes, with coloured stones, crosses and other symbols of spirituality and magic. Reflecting this, gaucho boots will be popular, he says.

More broadly, the ANCI fashion trends expert believes the global economic crisis will pass and that people will have "a huge desire for fun". Plus, romance will continue to have an important part to play. "Young people may not send each other letters or flowers any more, but they still fall in love," he says. 🌹



ANCI trends consultant, Aldo Premoli.

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