

A stroll down memory lane...

Highlights in fashion, music and lifestyle over the past 25 years have all influenced footwear and styling. Some of the trends really set the ball rolling. At the time we covered them; five pages of timeline might jog your memories. Of course, you may have other recollections!

Film and music



Dirty Dancing with Patrick Swayze with music by Jennifer Warnes. Men were not afraid to be feminine in looks with long hair and tight fitting Lycra tights.



Women started dressing like men, Annie Lennox of the Eurythmics caused a shock with her masculine haircuts.

© Wikipedia/Helge Overås

Fashion



Princess Diana became a global fashion icon.



Colour blocking in shop display by Jean Muir.

1989: Reebok launched its Pump shoe – which featured an internal inflation mechanism to regulate fitting.

© Wikipedia/Mk-ultra



Casual unisex shoes for men and women - Dr Marten's - worn by both sexes.



© Airwair Intl. Ltd

Sport



Nike's cross-training business exploded, thanks in part to the incredibly popular "Bo Knows" ad campaign.

1987

World Footwear launched
Electronic pocket calculator and roll aboard airline luggage invented
Microsoft buys Forethought and its PowerPoint program
Boxer Mike Tyson bites bits out of Evander Holyfield's ear

1988

British pound note ceases to be legal tender, replaced by one pound coin
Eritrean War of Independence
4 billion TV-viewers watch Mandela's 70th birthday tribute

1989

Fall of Berlin Wall and Communism
Worldwide Web comes into being
Exxon Valdez oil spill
High-tech bag for fresh food storage invented
Doh! – The Simpson family arrives

1990

Hubble Telescope goes into space
Nelson Mandela released
Doppler Radar used for weather services
Pretty Woman – iconic feel-good film

1991

Lithium rechargeable battery
Digital answering machine invented
Callaway Golf introduces Big Bertha to the fairways

80s Men started to wear sandals – Huaraches started to become mainstream. • ESPRIT has a very trendy headquarters in Düsseldorf designed by the Italian design group Memphis. • Flat ballerina shoes by Aerosoles. • The New Wave movement from the UK with colourful clothes and lots of wide shoulders and dressy looks, worn with soft leather shoes and boots. Cowboy touches like metal toecaps and heels. • Nike Air Max launched with visible air bags.

© Converse Inc.



The "Preppy Look" filtered through from the USA to Europe where boat shoes and Converse All Stars became popular outside the USA, as did American work boots such as yellow Timberland boots.



© Timberland/VE Corporation



1995 saw the introduction of Camper Pelotas - leather comfort fashion shoes made in Spain.

Fashion



Grunge fashion starts the thrift store trend where second hand clothes are acceptable in mainstream.

© Wikipedia/AirwolfBerlin



Sport



© bbs.hupu.com

Summer Olympics in Barcelona – Spanish artist Miro decorated Air Jordan.



© adidas

The first adidas Predator football designed by Simon Skirrow and Liverpool player Craig Johnston, who stuck rubber on the toes of his boots.

Film and music



© M&A Productions

Strictly Ballroom lets the boys dance and still get the girls.

amazon.com



Start of tattoos and body piercings.



1992

Fastest yodeller - 22 tones in 1 sec by Thomas Scholl of Germany recorded
World's seven wealthiest nations agree \$24bn aid for former USSR
After 151 years Britain's "Punch magazine" closes
Euro-Disney opens near Paris

1993

Airline e-tickets arrive
Pentium processor invented
European single market created
EU established

1994

Amazon.com launched
Channel Tunnel opened between Britain and France
50th anniversary of D-Day

1995

First Harry Potter book
DVDs
Debit Cards
eBay starts
Toy Story – new animation in film

1996

Dolly the Sheep cloned
Ban on exports of British beef and BSE crisis
First Mission Impossible film

90s Film *The Bodyguard* with Whitney Houston and Kevin Costner. • Michael Jackson *Dangerous Tour* • Baggy T shirts worn with leggings • Stirrup pants leggings, drainpipe jeans and baggy sweaters. • Fall down socks and sneakers. • Birkenstock sandals are part of the grunge movement. • A trend, nicknamed "Slackers" by Hollywood, for young people who liked to hang around not doing much.



1998: Flip*Flops registered as a brand in Germany.
© Bernd Hummel Holding GmbH



Church shoes celebrates 125th anniversary in 1997.
© Church & Co Ltd

Sport

IceBug of Sweden won ISPO Outdoor Award in 2001 for best innovation footwear with BUGrip technology – retractable spikes for running in winter.
© Icebug



The first Bread and Butter fair in Cologne, 2001.
© Bread and Butter

Film and music



Spice Girls were number one with 'Wannabe' – the start of the girl and boy bands trends.
© Russell Wong/fotopop.com



Apple's first generation iPod.
© Wikipedia/Aaron Logan/Apple Inc

Google™



© Wingnut Films
The Saul Zaentz Company

Fashion



Pop punk returned and hooded sweatshirts became a youth uniform.
© Shutterstock



© 20th Century Fox and Paramount Pictures

Sex and the City ran from 1998 to 2004 and made Manolo Blahnik a household name
© New Line Cinema



1997

Princess Diana dies in Paris
Handover of Hong Kong from Britain to China
Film *Titanic* screened
Grand Theft Auto computer video game starts

1998

Viagra
President Clinton impeached
Google launched
Saving Private Ryan screened

1999

Genome cracked
BlackBerry launched
US women's football team wins World Cup
Star Wars – Episode I

2000

Gisbourne, New Zealand population 32,754, is first city in the world to welcome in the new millennium
Broadband introduced
Trip Advisor debuts

2001

9/11 - Twin Towers destroyed
Afghanistan invasion
Global warming promoted
iPod launched
Toyota Prius
AbioCor artificial heart invented
Lord of the Rings trilogy started

90s - 00s The rise of the Chav culture in the UK copies Burberry check and love of logos. • In the USA, psychobilly bands encouraged "creepers" – rock and roll shoes on thick crepe soles. • Hip hop artists influence fashion - Tommy Hilfiger's baggy pants and oversize tops are worn worldwide. • Sportswear is the new uniform. • Men wear heavy gold jewellery and "bling-bling". • The decline of the suit as a uniform - cargo pants and casual Fridays become the norm.



Ugg boots trend in Europe starts in the UK and grows gradually to a worldwide craze.

© Deckers Outdoor Corporation

Fashion



© Shutterstock/Graham Bloomfield

Reebok Easytone

© Reebok



© Lucasfilm / 20th Century Fox



© Shutterstock



VIVO Barefoot shoes

© VIVOBAREFOOT



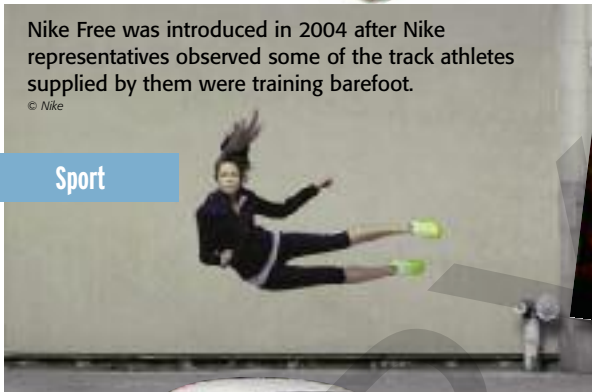
Vibram FiveFingers were developed and introduced in 2005. Originally invented in 1999 by Robert Fliri, a design student from Vinschgau who wanted to "figure out a way to move around in nature better."

© Vibram USA Inc

Nike Free was introduced in 2004 after Nike representatives observed some of the track athletes supplied by them were training barefoot.

© Nike

Sport



© Walt Disney Pictures

Current Affairs



© Shutterstock/Mikolaj



© Wikipedia/Robert Couse-Baker

You Tube

2002

Euro becomes legal tender
XIX Winter Olympics in Salt Lake City
Mars Odyssey space probe finds ice on Mars
Switzerland joins the UN
Floods in central Europe

2003

Iraq war starts
Space shuttle Columbia disintegrates on re-entry
Sherpa Lakpa Gelu climbs Mount Everest in 10 hours 56 minutes
Last 'old style' Volkswagen Beetle built
Last Concorde flight
First *Pirates of the Caribbean* film

2004

Asian earthquake and tsunami
RMS Queen Mary 2 makes its maiden voyage
Bob Dylan accepts honorary doctor of music degree from University of St Andrews

2005

Hurricane Katrina
Pope John Paul II dies
YouTube starts
Star Wars – Episode III

2006

English-language Wikipedia reaches its one millionth article
World's longest running music show *Top of the Pops* broadcast for the last time on BBC Two after 42 years

00s In 2003, VIVOBAREFOOT became a pioneer of the barefoot movement by launching the first minimalist shoe with a patented, ultra thin puncture resistant sole that offered maximum sensory feedback and maximum protection. • Comfort gets into the mainstream and blends with the fitness boom. • The rise of the Toning Shoe phenomenon, that promised firmer thighs and butt – with super thick soles and rocking bottom soles. • Rise of the designer handbag "must-have". Bags and shoes sometimes outshine the outfits themselves.



Crocs thrive, but were banned as workwear by some hospitals due to static electricity build up.
© Crocs, Inc

FitFlop was launched in 2007.
© The Brooklyn Brothers



2007: Swedish Hasbeens launches fashion clogs.
© Swedish Hasbeens



Kate Moss starts a trend at the Glastonbury Festival wearing Hunter rubber boots in the mud.
© Net A Porter



2011: Sneakers made from genetically engineered stingray leather.
© Rayfish Footwear



2007: Eco lifestyles shoes – Po-Zu launches two biodegradable styles from all natural materials.
© Po-Zu



Ecco launches hiking boot made from Yak leather, thinner and stronger than cow leather.
© Ecco



Sport

2009: Ecco launches Biom running shoes which claims has less stress on joints.
© Ecco



Fashion



Even bigger and higher platforms and heels became the norm, such as these skyscraper platforms.
© Charlotte Olympia



Current Affairs



2007

Airbus A380 superjumbo flies
Apple Inc CEO Steve Jobs announces the iPhone
Launch of iPhone and Kindle reader
Harry Potter and the Deathly Hallows ends bestselling series

2008

Usain Bolt sets 100 metres world record of 9.69 secs at Beijing 2008 Olympics
President George W. Bush almost struck by shoes thrown at him by Iraqi journalist during a farewell conference in Baghdad
Lady Gaga makes an entrance

2009

Michael Jackson dies
The Statue of Liberty's crown reopens to the public after eight years
First International Day of Climate Action
Boeing's 787 Dreamliner makes its maiden flight

2010

The Burj Khalifa, the world's tallest building, opens
John Isner (US) beats Nicolas Mahut (France) at Wimbledon, in longest match in tennis history (11hr 5min, 70-68 in fifth set)

2011

Japanese tsunami
Wikipedia turns 10
Space Shuttle Discovery makes final flight
Wedding of Prince William and Kate Middleton
World population hits 7 billion
Reebok pays out \$25 million for false EasyTone sneaker claims

2012 'The Scream' sells for \$119,922,500. • Bodleian, Oxford University and Vatican libraries to put over 1.5 million pages of ancient texts on internet. • American Mega Millions lottery hits a world record \$640 million.

HM The Queen celebrates 60th year as British Monarch • *World Footwear* celebrates 25 years of publication – two reasons for a glass of champagne (invented by Dom Perignon in August 1693).