

Mainstream trends at GDS



Vagabond

Although it was celebrating its 100th edition, the popularity of the giant shoe fair in Düsseldorf is on the wane—trendy sporty brands prefer to show in fashion environments like Bread and Butter. The very high fashion brands find Micam in Italy suits them better, especially since the fair in Italy has been updated, in a new fair ground with more exhibitors and better facilities. Nevertheless, GDS is a perfect fair for casual and good fitting wearable shoes, especially in the “wellness” category (comfort) and sensible, colourful kids’ shoes that fit feet well. It is also the main market place for exhibitors selling to the German speaking and surrounding markets. It’s easy to get around and has an excellent new layout and infrastructure. All sorts of shoes are grouped by category, even inside the halls.

Fashion

For women, the marine/boat shoe look has been updated with great success by Vagabond. Wedges too are definitely making a comeback; Brazilian look leather sandals on a high version with soft oval toe from Vagabond looked young and trendy. Wooden wedges and espadrille look sandals are not really going away. It is all part of the more natural look which is taking over from the over-decorated bright florals of this summer. Uppers are in soft colours, materials are real full grain Brazilian leather or jute, and details are hand stitch, or dull metal studding, for example. Soft natural brown leather dressy sandals on stack leather heels by S. Oliver had flowers in raw edge linen with hand stitching. Some dressy shoes came with small platforms, like some pretty suede peep toes from Marc O’Polo that had a 1940s feel, in brown suede with bronze trims. Toes tend to be rounder and more sensible. Heels are stack wedge (new and successful) and low block heels, with still some kitten types for dressier occasions. For more sporty casual shoes—moccasins and driving shoes are still a huge trend—there were a surprising number of warm spicy colours—turmeric and terracotta colours at S. Oliver were doing well. Soft flat driving moccasins for men and women are comfortable in real natural nubuck and nappa on knobby rubber soles. ➤



Vagabond



S. Oliver

WORLD FOOTWEAR



Timberland



Timberland



Norberto Costa



Giesswein

Boots

Whether summer is warm or not—boots are in fashion. They are often long baggy moccasin boots like this winter's Mukluks but without the fur. Western boots have finally arrived for summer, too, in mainland Europe. And the Timberland classic boots have had the lining stripped out and been made in soft canvas for summer wear.

Rubber boots just won't go away with Alpine photo prints from slipper and kids' shoe label Giesswein. Even old fashioned galoshes come in a range of brilliant hues and, being made of TPR, can have different fragrances added (Corprotek).

Men

Casual men's shoes now have dressy details, like golf punching, creating hybrid products. From Norberto Costa, the fashionable brogue punching is updated in antiqued brushed beige leather on a soft rubber sole—fashion and comfort combined. Velcro straps in leather are popular for men's sporty shoes, often in natural dirtied or pull up leathers. But there are some brights too—Camel Active has some extremely bright sporty shoes in mixes of leather with red and green. Unstructured is the key when it comes to men's shoes, with not just reduced lining in work boots, but also a revival of nubuck such as soft lined espadrille types from Timberland and fashion versions from Firetrap. From Marc, the German comfort brand, a total travelling collection of dressier sporty shoes on a super soft sole in nappa leather—packable and bendable—providing instantly wearable comfort.

Sporty

Sporty shoes at GDS are mostly popular local hiking and walking shoe companies, such as Meindl with its bright red and grey suede hiking boots. Nordic walking is a huge sport



Norberto Costa



Camel Active



Lumberjack



Primigi



Richter



Superfit



Marc



S. Oliver

in Germany and Austria and, for ladies, pale grey and blue is a popular colour combination. Newer than sports sandals are the open shoes/closed sandals. Aqua socks are getting more sophisticated mixing different sorts of mesh for different parts of the shoe with finer mesh on the sides and more open and breathable on top (Timberland).

Smelly kids

New at GDS by Otway of Australia (distributed by CD Shoes) is a boy's range of sporty shoes designed to stay fresh. There is a Fresh Box inside the insole that smells good—the perfume is released with foot pressure. Chipie kids' shoes and ballerinas come in pretty colours on real rubber soles and different colours have different smells, pink being strawberry flavour of course!

One of the most talked about kids' brands is Primigi of Italy. They even have pretty floral scratch flower print leather sandals for the tinies. Even pink is becoming more sophisticated. Stones and Bones have made pink sandals more fashionable and less Barbie-like with sand and beige details and soles. Bright colours for kids still predominate, especially for the youngest ones. Legero had smart injected sporty shoes in bright combinations like red/orange and green/yellow.

For boys shoes, soccer is a strong influence with studded soles and rounded toes popular. Boys' leather sandals look tough in antique and scratched leathers (Lumberjack, Kamik). But the best selling patterns today are still the safe and sure unisex ankle boot sandals with simple two or three double Velcro strapping system. 🌐

Footnote:

GDS has set early dates next year, and is cut to three days.

5 to 7 March 2006

10 to 12 September 2005

Both shows run from Sunday to Tuesday.

www.gds-online.com