

Style



Happy feet dress in

Italian

These shoes are meant for swooning

By Yulia Klintsevich
Illustration By Kathleen Ross

“The number one rule for Sergio Rossi is exclusivity and sex appeal: you will never find the same pair on anyone else at any party.”

When your feet speak Italian, they need say no more. Who doesn't trust and lust after Italian shoes? Associated with great quality and elegant style, here are a few favorites of a shoeaholic.

Testoni: 70 years ago this company was founded by Amedeo Testoni. At that time, under his name, men's shoes were made with traditional technologies of Italian regions. Today, A. Testoni's includes eight Italian production companies and twelve commercial representatives in different countries. Company production includes around 120 thousand pairs per year and is known for elegant and comfortable designs. A. Testoni specializes in producing shoes for VIP clients, but doesn't stop there: affordable collections as well as sporty styles are greatly produced and can be found on such websites such as zappos.com for around \$500.

Sergio Rossi: This Italian shoe king, who has been involved in fashion for 40 years, has 13 boutiques around the world including London, Hong Kong and Miami. The number one

rule for Sergio Rossi is exclusivity and sex appeal: you will never find the same pair on anyone else at any party. Every year Sergio Rossi produces 500,000 pairs made with all anatomic specifications of woman's foot in mind. They also design men's shoes and women's handbags and can be found online at net-a-porter.com from \$600 upward.

Pollini: This company is one of the oldest Italian shoe companies in the world. Traditionally, Armando Pollini hand-picked the best materials for future designs, combining them with current trends. Pollini was given the nickname of the Elastic King, because nobody else works as well with synthetic materials. Pollini's signature shoe is the black pointed shoe made out of black elastic. In 2008, British designer Jonathan Saunders was appointed creative director. Pollini shoes can be found at www.bloomingdales.com for over \$500.

Casadei: Founded by Cerare Casadei and his wife in 1958, they specialized in handmade shoes. The brand quickly gained popularity thanks to combined handmade

production, stylish designs and comfortable pieces. Soon the family business became a major shoe, importing business to US, Europe and Asia. Calzafuzzio Casadei designs lines of women's shoes: Casadei de Luxe -evening collections for a younger customer; Cezare Casadei- a classic collection of women's shoes under Casadei Calzature; and handbags by Casadei Borse. Collections Casadei - original and innovative, are greatly appreciated by those who are looking for Italian luxury.

Giovanni Martini: Giovanni Martini came a long way before organizing his own production. Starting as a shoemaker, today Giovanni works with high fashion brands including SAX and Via Spiga. Shoes from Giovanni Martini are colorfully accessorized and detailed, combine together Giovanni's signature, which stands out among other shoe designers.

Submerged In Summer

Photography By: Kathleen Ross,

Fashion Styling By: Jackie Brennan

Models: Meredith Baird & Deborah Lindenfeld

STYLE



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Urbane or simply free-spirited?

Find your style niche at Urban Outfitters

By Ashlie Redmond
Photos Flickr.com



What is it about Urban Outfitters that has managed to create an almost cult like following? Both men and women from all over look to Urban for inspiration and a fashion statement.

Urban outfitters sets its self apart from all other retailers by creating a compelling and distinct image; offering an eclectic assortment of merchandise with an emphasis on creativity and individuality. Each line differentiates itself by catering to a specific customer segment, whether it is conservative, feminine, masculine, or rock and roll. But there's more Urban Outfitters than just the clothing – it's the experience of just simply walking around; you are automatically placed in an atmosphere that permeates ultra hip.

Every season Urban Outfitters reinvent themselves with a new concept and theme: For Spring 2009 the top three trends are:

“Block Island Ferry” comprised of nautical stripes, plaid, straw fedoras and round sunglasses

“Easy Rider” consisting of leather, destroyed denim, leggings, mini skirts and leopard prints.

“It's only natural” which comprises of merchandise that is focused on natural fibers, cottons, linens and a soft palette to match.

Fashion's eternal conflict about starting a trend or following it is a very

personal choice. At Urban Outfitters, every season brings in an expansive permutation and combination of innovative looks to choose from. One senses that their clothing is almost like a rite of passage from adolescence to adulthood. Juvenile, yet mature in the same light and most certainly urbane!

Urban Outfitters is partnering with some independent designers and these collaborations are a branding ploy to keep up the individuality quotient that the line is so keen upon. Their most recent collaboration is with Sonics youths Kim Gordon who helped designed the label mirror/dash.