

**FOOTWEAR INSIGHT**  
TRENDS PERSPECTIVE & ANALYSIS

September/October 2014

PLAYING IN PEORIA | KIDS' POINT OF VIEW | A FEMALE CAT

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TRENDS PERSPECTIVE & ANALYSIS • A FORMULAH MEDIA PUBLICATION

Sandals get feminine. (and fun)



**Bold Beautiful**

FOOTWEARINSIGHT.COM • SEPTEMBER/OCTOBER 2014

# BOLD BRIGHT EMBELLISHED

Vibrant colors, eye-catching cut outs, and reptile and metallic finishes make Spring 2015 sandals feminine yet fun.

THE GLADIATORS HAVE RETREATED. After an invasion of masculine straps and grommets, women's comfort sandals are trending toward sleeker and more sophisticated silhouettes. Flirty t-straps, banded slip-on wedges, dressy sling-backs with intricate laser-cut detailing and embellished toe-baring thongs are some of Spring/Summer 2015's most buzzed-about styles.

Laser-cut leather uppers are a key trend and have garnered enthusiastic retailer feedback. Drydock Footwear, maker of the Cobb Hill collection, reports that Mara, a laser-cut birdcage wedge, and Sasha, a Ghilly-lace heeled sandal, are both strong styles. At Aetrex, a top seller is the casual laser-cut thong Audrey, an update to the Sandalistas Comfort Cork collection, while at Earth, laser-cut styles such as the Bay and the Calla are selling well.

The other major buzzword is embellishment. Floral accents and bling (namely sequins and rhinestones) are giving the season visual pop. Vionic reports that its Floriana jewel-embellished thong on a sleek footbed is a bestseller, while two flower-accented thongs from Aetrex, Emily Rose and Selena are trending. There is also a fair amount of contrast stitching and color blocking that creates an updated '70s look incorporating vintage-style leathers, such as in Arcopedico's adjustable cork wedge Christina.

The biggest color story is the vibrant tropical palette. Blue and orange dominate, with touches of pink, purple and green. These fun hues are also often used in combinations of two or three as multicolor straps or color-block uppers in styles from brands such as Taos, Naot, Cobb Hill, Dansko, Earth and Waldlaufer.

In contrast, soft metallics and sophisticated reptile textures are also showcased in many collections. Rockport's line offers lizard, python and snake detailing, often in shiny metallic finishes, while Klogs reported that snakeskin was trending heavily with buyers, and Naot and Vionic noted metallics were top sellers.

On the technology front, the line between comfort and fashion continues to get ever finer as sandal brands incorporate cushioning and support in aesthetically innovative ways, with several even managing to keep prices under \$110 at retail.

At Aetrex, the new style-focused Everyday Comfort line within Sandalistas marries core technology and niche pricing with key seasonal trends such as rich hues, delicate detailing and embellishments. And at Rockport, the lightweight Total Motion collection featuring Adiprene by Adidas in the forefoot and heel is a returning theme in the Spring 2015 line, notably in wedge and blocked-heel sandal styles. ●

Story  
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## *reptile*

1. Klogs Stacy, MSRP \$100.
2. Taos Lucy, MSRP \$150.
3. Mephisto Batrix, MSRP \$295.
4. Alegria Ven, MSRP \$98.95.
5. Aetrex Rebecca, MSRP \$129.95.



# *floral*

1. Alegria Van, MSRP \$88.95.
2. Cobb Hill Vivian, MSRP \$100.
3. Waldlaufer Gene, MSRP \$155.
4. Aetrex Emily Rose, MSRP \$99.95.
5. Naot Sandy, MSRP \$145.