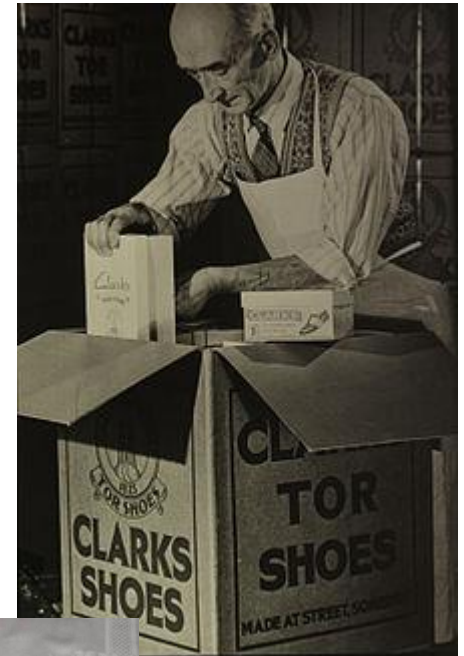


Key Designers of 20th Century Footwear

Certificate IV in
Custom Made Footwear

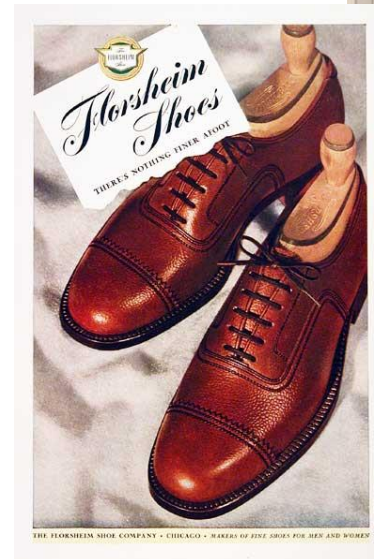
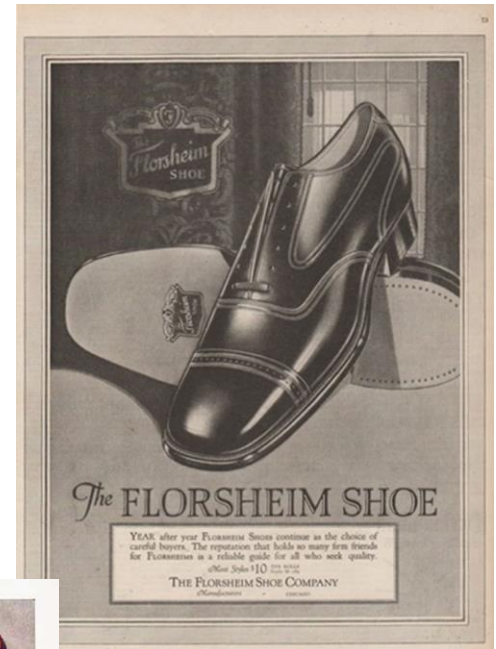
Clarks

- 1895 Cyrus and James Clark made a slipper from sheepskin off-cut
- 1945 Growing awareness that 'bad feet' were the product of ill-fitting shoes so devise a new shoe fitting system based on the detailed analysis of thousands of foot measurements taken from local school children. In line with the findings the company launched its new children's ranges



Florsheim

- Founded in Chicago in 1892 by Milton Florsheim and his father, Sigmund
- Made the first square-toed shoe in 1926 to complement the wide-leg trousers of the day
- Despite the casual dress influence tried-and-true dress shoe silhouettes by expanding its range of Derby offerings and producing them in a (relative) rainbow of colors, from burgundy to chocolate brown, and traditional black.



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Birkenstock

- 1896 - Master cobbler Konrad Birkenstock begins manufacturing and selling flexible footbed insoles
- 1902 - Konrad Birkenstock develops the first contoured arch support.
- 1964 - Karl Birkenstock launches the Madrid model, the first fitness sandal with a deep and flexible footbed.
- 1990 - Production is expanded and modernized to reduce energy consumption by over 90%.



Converse Chuck Taylor

- Began in 1908 as a rubber shoe company specialising in galoshes
- In 1920, we renamed our canvas basketball sneaker the “All Star.”
- Chuck Taylor All Star which is a Basketball shoe that released in 1923.
- In 2003 Converse sold to [Nike](#) for \$305 Million.



Andre Perugia

- He was convinced that women's feet were the mirror of their personality
- 1921 he opened his first boutique in the Faubourg St. Honoré in Paris
- He was an engineer of shoes avant-garde art together with experience in an aircraft factory during the First World War that Perugia realized that "A pair of shoes must be perfect as an equation and adjusted down to the last millimeter, like a piece of engine".



Salvatore Ferragamo



- 1927 Salvatore Ferragamo incorporates his first Company, based in Florence, focusing on the study, creation, manufacture and sale of ladies' footwear
- Emporium of luxury consumer goods for men and women, with stores in some of the most important cities of the world.
- 1942 - during the war experimented with humble materials such as raffia and cork to create a cork wedge.
- 1978 – The “Vara” was designed and becomes the company's most iconic and famous shoe, whose success continues to this day.



Bloch

- 1932 first Bloch ballet shoes were made in a candle lit workshop in Paddington, Sydney
- Late 1930s many overseas ballet companies toured Australia, including The Ballet Russe de Monte Carlo. Jacob made shoes for many of these visiting Russian ballerinas
- 1950 Bloch was making about fifty pairs of ballet shoes each week



<http://www.bloch.com.au/content/55-about-us>

RM Williams

ELASTIC SIDE BOOTS
Hand Made TO MEASURE

R. M. WILLIAMS
THE STOCKMAN'S
OUTFITTER

SANTA FE DRESS AND RIDING BOOT

These can be had in either shape—square or round. A new style Kid boot, made to measure in the select leather obtained with high, square-top elastic side, hand-built sole or Cuban heels, stiff blacked tops. Full leather hand-blocked linings, all elastic. This is the best grade boot we make and is already a very popular make in Australia. Price 32/6 Post Paid 12 Coupons.

ZUG
Australian Zig
35/-
Post Paid
Genuine
Scottish Zig
45/-
Post Paid
12 Coupons

Scottish grain leather-lined waterproof, knee, steady, shock-proof, the best, hand-made, no springs, walk, easy, broad fitting, hand-blocked genuine leather linings, sole packed with special preparation wax and fat, designed to keep out dampness.

A good article takes only the same number of Coupons as a lower grade.

Price 28/6
7 Coupons



Registered Trade Mark
"LONGHORN"



Elastic Side Boots!

Hand lasted to order, in Black, Tan, or Nigger Uppers. Your choice of Wallaby Kid, Kangaroo, Kip, Calf, Greenhide, Black Box Hide, and Tan Yearlings.

POST PAID TO ALL STATES. 25/- TWO PAIRS. £2 5/-

Single or Double Soles
Heels built to the shape you order.

Low Square Heels.
Low Shaped Heels.
Low Cuban Heels.
Medium Cuban Heels.
High Cuban Heels.
High Curved Heels.
Extra high Curved Heels.

These Boots are soled with Brathwhits Imported Hide, and guaranteed to be of the highest grade procurable.

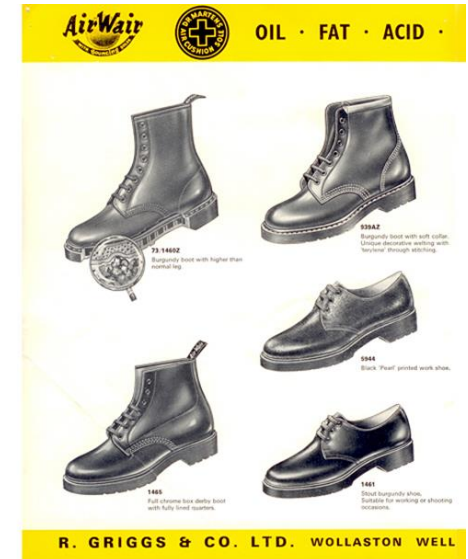
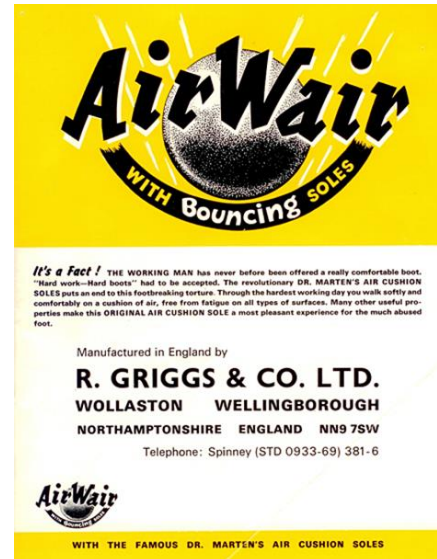


- Australian Stockman Boot
- Established 1932
- Fall 2014 Partnership with Dion Lee



Dr Martens

- 1945 Dr. Klaus Maertens, a 25-year-old soldier was recovering from a broken foot he created a unique air-cushioned sole rather than the traditional hard leather sole to aid his recovery
- 1947 they began formal production
- 1959 started to advertise the footwear invention in overseas magazines
- Initially worn by postmen and factory workers, Dr. Martens' first few years of existence was very much that of a £2 work-wear boot, selling solid quantities to Britain's working classes
- Pete Townshend of The Who became the first high profile individual to wear them as a symbol of his own working class pride and rebellious attitude



<http://www.drmartens.com/us/history>

<http://www.cloggs.co.uk/page/dr-martens-history/>



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Roger Vivier

- 1945 Roger Vivier is the first shoe designer to use clear plastic for his creations.
- 1953 Her Majesty Queen Elizabeth II commissions Roger Vivier to design the shoes for her coronation day.
- 1963 Roger Vivier creates the Virgule heel.



<http://www.rogervivier.com/en-ww/maison-vivier/timeline-roger-vivier/>

Herbert Levine

- 1953, Herbert Levine introduced a calf-length boot in white kidskin, which sold poorly. Most retailers saw boots as a separate category of footwear from shoes, to be worn for protection from bad weather or for work
- "Ballin' The Jack," also known as Spring-o-Lator mules, where an elastic strip allowed the wearer to keep the shoes securely on while wearing stockings despite the lack of any straps at the side or back of the shoes.
- Stocking boots
- 1959 - The "Kabuki" shoes featured a close shoe set atop a curved wooden platform.



<http://www.rogervivier.com/en-ww/maison-vivier/timeline-roger-vivier/>

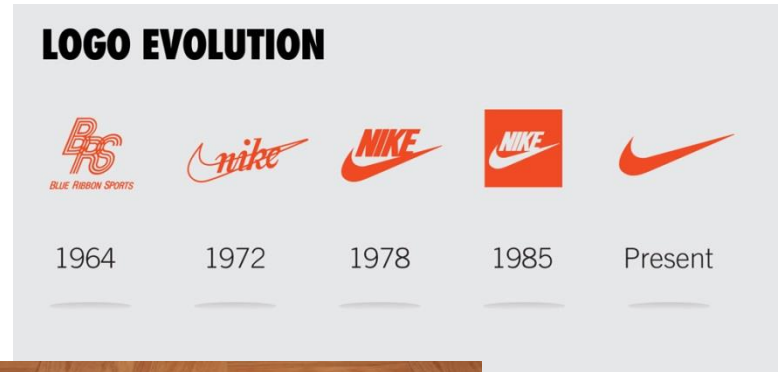
Adidas

- 1949, Adi Dassler started over again at the age of 49, registered the “Adi Dassler adidas Sportschuhfabrik” and set to work with 47 employees in the small town of Herzogenaurach.
- On the same day, he registered a shoe that included the registration of the soon-to-become-famous adidas 3-Stripes.
- 1954 World Cup final German national football team defeated an unbeatable Hungarians wearing Adidas



Nike

- January 1964 brand founded and was originally known as Blue Ribbon Sports (BRS) at the University of Oregon by track athlete Phil Knight and his coach Bill Bowerman
- **1971** Nike's Swoosh design logo was created by Portland State University graphic design student Carolyn Davidson
- **1979** Nike's Air technology patented by inventor M. Frank Rudy is introduced in the Tailwind running shoe. Gas-filled plastic membranes are inserted into the sole of running shoes to provide cushioning.
- **1984** Nike signs Michael Jordan to an endorsement contract and releases the first model of his signature shoe, the Air Jordan. Originally, the NBA banned this new shoe, drawing a tremendous amount of publicity.
- **1988** Nike introduces its "Just Do It" slogan.



Vans

- 1966 opened for business at 704 E. Broadway in Anaheim, California
- On that first morning, 12 customers purchased shoes, which are made that day and ready for pick-up in the afternoon.
- 1982 Vans Classic Slip-Ons gain international attention and appeal when they are worn by Sean Penn in the film *Fast Times at Ridgemont High*.
- 1984 Vans files for Chapter 11 bankruptcy protection when Paul Van Doren returned as President he said they will need to cut back on everything but the quality of Vans shoes. The debt of \$12 million took 3 years to recover
- 1998 Daniel Franck wins Olympic Silver Medal in Vans snowboard boots at the Nagano Games
- 2011 Vans passes \$1 billion in annual global sales



<http://www.vans.com/history.html#1966>

Manolo Blahnik

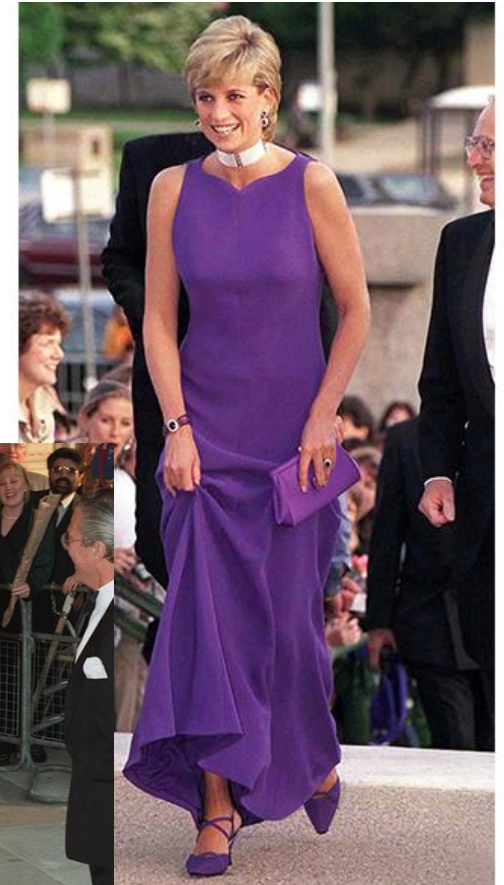
Established: London in the early 1970s

- In 1970, Blahnik had a chance to meet Diana Vreeland, the editor-in-chief of U.S Vogue, while he was travelling in New York. She admired his shoe sketches and advised him to concentrate on designing footwear.
- 1974, Blahnik became the second man ever to be featured on the cover of U.K. Vogue (after Helmut Berger).
- 1977, he sold his shoes in America, through Bloomingdales, and opened his boutique in the U.S



Jimmy Choo

- Choo opened his first shop in Hackney in 1996 in an old hospital building. Within two years of opening his shop Choo's shoes were featured in an eight-page spread in Vogue magazine.
- Know to be worn by Princess Diana



Christian Louboutin

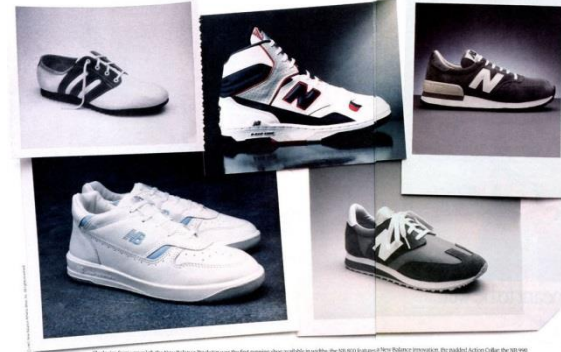
- In the early 1990s, Louboutin launched his own line of women's shoes.
- He added his legendary red soles in 1993 after a sample seemed incomplete so he used the red nail polish of his assistant to paint the sole
- See Cultural Influence in his Ballet Pump
- <http://www.cbsnews.com/news/christian-louboutin-the-inspiration-behind-the-red-sole/>



New Balance

Our Track Record Includes The Most Firsts.

- 1906 The New Balance Arch Company is founded in Massachusetts.
- 1961 New Balance introduces the Trackster running shoe.
- 1972 The company is acquired by James Davis for \$100,000.
- 1975 A new model, the 320, is worn by Tom Fleming during his winning run in the Boston marathon.



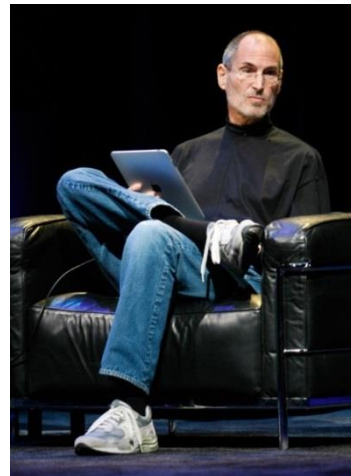
New Balance® has been at the forefront of athletic shoe technology for two decades. We were pioneering component materials, support mechanisms and midsole designs while most of our competitors were still making sneakers.

As a result, many of our innovations have become industry standards. Like the Extended Saddle. The Motion Control Device. Non-skid Rubberthane® in tennis shoes. The wave concept in walking shoes. The padded Action Collar in basketball shoes.

The list reads like a Who's Who of athletic shoes.

Then there are the aspects of New Balance the shoe world hasn't caught up with. Like offering our shoes in a variety of widths. And producing Encap® midsoles that encapsulate EVA in polyurethane for cushioning that lasts thousands of miles.

When you buy from a company that's had so many firsts, you're certain to get a shoe that's second to none.



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Valentino

- The son of a shoemaker from Naples, Valentino learned the trade at an early age from his father who created custom footwear for high-end clients
- His break-through success came with the creation of his coral sandal, a daring design that won him the cover of French Vogue in 1956, a spot at the Bally Shoes Museum in Zurich and the Design Museum in Copenhagen.
- Jackie O. commissioned custom designs for her now iconic ensembles

Havaianas

- The first pair of Havaianas was born in 1962, based on the traditional Japanese sandal known as the Zori, whose soles are made of rice straw.
- In 1966, Havaianas' parent company Alpargatas registered the patent of the model— “a new type of sole with a strap”.
- 1969 Havaianas were traditionally only available in blue and white. However, a production error produced a batch of green Havaianas, which ended up hitting the marketplace. The reaction was so positive that Havaianas seized the opportunity and started producing brown, yellow and black pairs.
- 1999 First seen on the runways of the French designer Jean Paul Gaultier show, Havaianas soon begins working with some of the biggest and greatest brands and designers from around the world.

