

Michael Lewis

Eccentric and daring, flamboyant and sexy are all words shoe designer Michael Lewis uses to describe his debut collection – launching for autumn/winter 09.

With an essence of British humour, the pomp of English heritage and a dose of period drama courtesy of Agatha Christie novels, Michael Lewis takes his inspirations from a range of archive material. His passion is collecting vintage items from lampshades to vases to books. “I love the dressing-up-box glamour of yesteryear and have a strange fascination with murder mysteries such as Poirot” says Lewis.

His debut autumn/winter collection looks to board games such as chess and Cluedo, or Lewis Carroll’s Alice in Wonderland for inspiration. Details such as monogram hardware, cute bows, double ankle straps and quirky statement heels are all key in Lewis’s design aesthetic.

His signature style starts with a pinched-toe duckbill last that has the effect of elongating the toe shape and creating a sexy curve. With applied tapered platforms in metallics, and ponyskin, suede or patent leather uppers, and a monogrammed hardware logo, these are serious and decadent shoes for footwear design aficionados.

Lewis is pitching his collection firmly within the designer market and has created an affordable yet luxurious range that will sell at high-end department stores and boutiques. His black book-inspired shoe-boxes will stack on shelves like period journals as they would appear in an antique bookshop.

Describing his customer in mind, Lewis says: “She likes dressing up, is understated but sure of herself. She has nothing to prove. She’s daring, sometimes diabolical, provocative, chic, timeless, flirtatious and fun loving.”

Lewis began his footwear design career in Paris 15 years ago after graduating from Central St Martins. Working initially for Jean-Charles de Castelbajac, he then moved onto Louis Vuitton working alongside Marc Jacobs. After stints at Gucci with Tom Ford and Burberry with Christopher Bailey, he was most recently creative consultant at Kurt Geiger. Now living in London, he also currently consults on the footwear lines for Tom Ford and Jaeger London.

For further information or look book contact:
amy@michaellewislondon.com
www.michaellewislondon.com