

ATALANTA WELLER

AUTUMN WINTER 2010

Proud to be different: Atalanta Weller's innovative take on footwear continues with her second solo collection of statement shoes, AW2010.

Atalanta's unique vision blurs the lines between real and imaginary, natural and artificial, strength and subtlety. Inspired by the CGI superheroes of cult anime series Appleseed, and the concrete illusions of modernist architect Pierre Luigi Nervi. This collection sets out to challenge pre-conceptions and open eyes to new possibilities.

This season Atalanta focuses specifically on contrasting and complementary textures. Pony skin and natural calf mix with metallic embossed leather and sculpted rubber treads to create a strong yet feminine aesthetic. Zips are adorned with monogrammed bespoke pulls hinting at superpowers. The simplicity of the colouring and the refined mix of materials are juxtaposed with Atalanta's signature sharp lines and bold dynamic shapes.

Highlights of this collection include an imperious thigh high wedge boot, glamorous leather covered points and sleek flats. The colour palette is fresh yet autumnal with each piece available in a block colour, electric blue, copper, olive grey or black. This season, as ever, the Atalanta Weller woman stands out from the crowds.

For her second consecutive season Autumn Winter 2010 Atalanta Weller has received The British Fashion Council New Gen award, supported by Topshop.

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