

ATALANTA WELLER

Atalanta Weller's inspirational take on footwear continues with her second solo collection of statement shoes, AW2010

Atalanta's unique vision blurs the lines: simultaneously bold and refined, futuristic but classic, both natural and synthetic. Inspired by the CGI superheroes of cult anime series Applesseed, and the concrete illusions of modernist architect Pierre Luigi Nervi. Autumn Winter 2010 sets out to challenge pre-conceptions of shape, texture and femininity - opening eyes to new possibilities.

The industry clamour following show-stopping collaborations with avant-garde UK designers Gareth Pugh, Henry Holland and Sinha Stanic led directly to Atalanta Weller's first solo collection and instant NEWGEN recognition. Atalanta's innovative style is built on a wealth of experience and technical know-how acquired through work with Clarks, Hugo Boss and John Richmond and a degree from the prestigious Cordwainers College. Atalanta is already inspiring the next generation as a guest lecturer on the MA course at the London College of Fashion.

Atalanta works in East London, out of studio in a creative multi-disciplinary arts complex. This creative cross-pollination is often the creative spark behind Atalanta's extraordinary one-off sculptural pieces. Creations that merge the boundaries between art and fashion and push back the technical of shoe design. This strong artistic and technical impulse is a huge influence on Atalanta's eponymous shoe collection, driving the creation of her exceptional, beautiful and luxurious shoes. These shoes are sold exclusively around the world in the most avant-garde and directional boutiques, and are worn by some of the world's style icons - including Rihanna, Agyness Deyn, & Skin to name a few.

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