

SHOES NEWS



Hello Stiletto Shoe Club Newsletter
July 2007

PARIS CALLING:

A Visit to Christian Louboutin's Flagship Shop

by Melissa O'Shea



Flip through the pages of any fashion magazine or celebrity gossip rag and you'd be hard pressed to finish without a glimpse of the signature red sole of a Christian Louboutin stiletto. Celebrities Christina Aguilera, Jessica Alba, Halle Berry, and Scarlett Johansson are just a few of Hollywood's stars sporting the footwear of one of the hottest and most beloved shoe designers of the moment, Christian Louboutin.

A visit to Louboutin's website reveals that his obsession with shoe design began at a young age with him first selling his work to dance hall patrons at age sixteen. He's noted for his ultra glamorous and "impossibly feminine" creations, which often feature fine ornamentation such as Swarovski crystals, luxurious silk fabrics, and a five-inch heel or higher.

In late May I had the pleasure of visiting Louboutin's flagship boutique while vacationing in Paris. The experience was worthy of abundant dramatization. Here you go.

Map in hand, game face on, husband in tow (faithfully carrying shopping spoils from an earlier visit to a flea market), I trudge purposefully through the streets of Paris; my mission to find Rue Jean-Jacques Rousseau. My internet investigations have indicated that Louboutin's original boutique (the one attached to his office) is located here. The implication is that not many people know about or visit this particular shop. I feel like a pioneer, someone in the know. My heart pounding I turn the corner onto the appropriate street.

It's an uninspiring scene of gray brick buildings lining

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WELCOME SHOE LOVERS

Welcome to the first edition of the Shoe Club newsletter. Now in addition to emails regarding upcoming parties and events, Shoe Club members will receive a monthly chronicle of shoe-related features and articles.

Shoes News discusses current trends in footwear, hot designers, fun shopping finds, and spotlights a different Shoe Club member each month.

To receive Shoes News via email each month and enjoy other benefits of Shoe Club membership, sign up at www.shoeclub.us/signup.php

It's all free!

In case you haven't heard, the Shoe Club is a free social networking club for shoe lovers. Brought together primarily through "shoe parties" that take place monthly in bars and restaurants at locations throughout the country, members meet up to socialize, show off their shoes, discuss recent purchases, and compete in "best shoe" competitions. We even have shopping events and other themed meet ups.

The Shoe Club currently has chapters in Boston, Atlanta, Chicago, and Naples Florida and more are coming soon.

Sign up today and don't miss the fun.

Sincerely,

Melissa O'Shea, President
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(Visiting Louboutin... continued from page 1)

each side of the road. I press on in search of # 19. Soon, I see something promising. A hot pink glow is emanating from a location up ahead.

Within seconds I see the flowery signature of the Christian Louboutin logo etched in the window of a seemingly secret boutique in which rosy walls encase beautiful treasures. Brightly colored shoes in brilliant blue, scarlet red, rich black, and slick metallic line the insides of the shop. I can't wait to go in.

I do and the shop is fabulous. An elegant woman in a black dress assists me in finding the shoes I want to try on, running from a stock room next door and back to the posh red chaise lounge on which I'm perched like a princess. I try on a few pairs including a leopard print T-strap sandal, a royal blue satin sling back, and simple elegant black pumps. I tell my husband I want them and ask what we can sell to make it so. He asks sarcastically if I can even walk in them. Please. I sashay to the mirror and adore myself.

Although I wish I could say I bought several pairs (at 800 Euros a pop) and was then whisked back to my hotel in a limousine, I actually didn't make a purchase. And we took the Metro home. Someday I'll be back though, and I'll buy a pair or two then. The anticipation alone, combined with having visited the shop once in my lifetime, is wonderful enough.

Christian Louboutin shoes can be purchased in the U.S. at Barneys New York, Neiman Marcus, and Saks. The Christian Louboutin web site is www.christianlouboutin.fr

TREND WATCH: NAKED SHOES

by Melissa O'Shea

What's the latest trend in shoes? Nothing. Nothing, as in shoes that appear not to exist thanks to Lucite heels, acrylic wedges, clear straps, and other transparent shoe parts.

Maybe it's because of their leg-lengthening properties or perhaps it's to ensure you'll never have trouble matching them to any outfit no matter how unusual the color. Either way, someone has brought these shoes into fashion and I have to admit, I kinda like them.

Let's face it, Lucite heels really made their debut as stripper shoes which really doesn't put them squarely in the couture category. Well now designers like Manolo Blahnik, Sergio Rossi, Christian Louboutin, and even Chanel are bringing them into a new light. Following suit are other more mainstream yet vastly popular brands like Nine West.

This month I'll be personally sporting this trend in my new Soca Shoes wedges, which are extra special as they are made by friend and local shoe designer Steve Bednarz, who's been known to make an appearance at our Boston Shoe Parties from time to time. If you'd like to join in the fun visit www.socashoes.com



Above: Stuart Weitzman
Zappos.com



Left:
Christian Louboutin
Neiman Marcus



Right: Manolo Blahnik
Neiman Marcus



Melissa O'Shea, Shoe Club Member and Founder

MEMBER SPOTLIGHT: Who's in the Shoe Club?

Get to know fellow Shoe Club members through our Member Spotlight segment in which we'll profile a different Shoe Club member each month. You could be featured next!

Name: Melissa O'Shea

Current Hometown: Medford, Massachusetts

Age: 36

Occupation: Development Director for the Accelerated Cure Project for Multiple Sclerosis and Founder of the Hello Stiletto Shoe Club

What I look for in a shoe: I enjoy something unusual - a shoe in a different color or multiple colors, something with an interesting pattern or some kind of quirky ornamentation. On the other hand, I also really love a simple classically sexy high heel when done in a rich fabric, with a built in platform (high vamp), cut low on the sides or left open in a d'Orsay style to elongate the leg.

Shoe steal (best deal on shoes): A pair of pink and gold Guiseppe Zanotti's for \$65 on Zappos Couture.

Shoe splurge (most spent on shoes): Manolo Blahnik leopard print Sedaraby pumps purchased at Barneys. Worth every penny.



My Favorite Shoes: Manolo Blahnik Leopard Sedaraby heels worn by Paris Hilton (per shoebunny.com).

PRODUCT OF THE MONTH:



Lilian Vernon Shoe Tote

If you're like me and hate cramming your precious pumps into the confines of a tight suitcase when traveling, you'll love this travel solution for shoes. I purchased one in red that not only looks and functions great on getaways, but looks cute as a storage solution as well. Available at lilianvernon.com for only \$12.98 per 6-pocket tote (each pocket holding one pair of shoes).

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WWW.SHOECLUB.US