

Footwear Style Trend

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Footwear Style Trend

An Illustrated Forecast of Shoe Styles

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NO. 3

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THE DEVELOPMENT OF STYLISH FOOTWEAR

Style may briefly be defined as *a quality of distinction*, and correct style, or style in vogue, must possess *a pleasing quality of distinction*; otherwise it will not find favor with the public and thereby ceases to be correct.

As relating to footwear, there is a logical development of correct style. It is attained by the combined efforts of several factors in the trade who make this their special study. The foremost of these factors is the style committee or the style man in the factory who decides what

shall constitute the sample line in every particular – upon this committee or style man rests the responsibility of producing correct or salable style. To achieve the best results, they must have the co-operation of style specialists such as the last-maker, pattern designer, and the various other designers of footwear accessories pertaining to ornamentation. Each of these factors, specializing in his work, brings out valuable ideas which prove, salable and therefore correct in style; each of these specialists must also depend upon the others to bring to a state of perfection, the sample style – thus, the last-maker relies upon the pattern designer for the correct pattern to best display the characteristics of the last, and the pattern designer, in turn, depends upon the factory expert as to the nicety of detail and correct make-up of the finished sample.

Correct style today has a distinct market value apart from other values in the shoe; in fact it is the supreme selling factor in the better grades of footwear; therefore the men in the factory who get up the sample line each season should be keen to correctly gauge the demands of fashion.

The successful men in this respect do not take the position that they are self-sufficient in creating new style effects, but rather require the services of each specialist in his particular line of endeavor; they seek style information from every available source — from their men on the road — from the merchant — in fact, from every channel of originitive thought and design.

As a rule, correct style first develops in the finer grades of footwear and is closely followed in the cheaper lines, although there are many exceptions, especially in novelities that might appeal to the wearer of medium priced footwear, but which would not attract the discriminating buyer of the higher grades.

With this fact in mind, FOOTWEAR STYLE TREND usually presents designs that are particularly adapted to the finer lines, illustrating a new pattern, for instance, on the correct last for fine city trade; the extreme novelities are more often shown on lasts that are proper for popular and medium priced shoes, as the finer grades are more conservative on showy effects.

The enterprising shoe manufacturer does not depend entirely upon the styles as shown in his sample line each season; he is continually bringing out a new sample style which is forwarded to the salesman when on his territory, thus enabling him to secure additional business with a style that is up to the minute. These between season samples are also frequently sent by the manufacturer directly to his large city customers, often resulting in orders for quick delivery, the sale being effected solely by the style feature embodied in the sample.

It is very evident that style value contributes largely to a successful season with both manufacturer and merchant; it is a vital element that commands the closest study of present and advance season styles — the manufacturer must be thoroughly informed regarding correct style in order that his samples possess that salable quality — the merchant must be confident that his stock carries correct style, and that his buying is a logical conclusion from his study of style conditions.

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FOOTWEAR STYLE TREND



Style 17

FOOTWEAR STYLE TREND

Style 18





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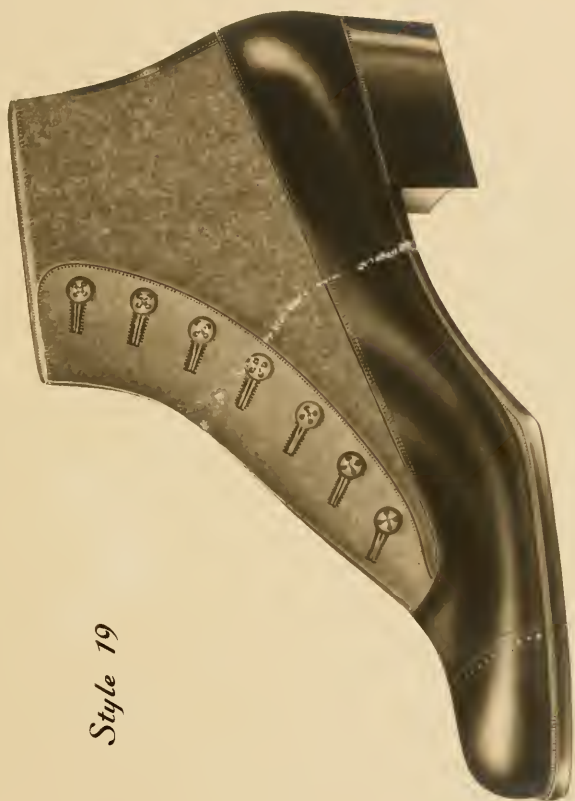
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FOOTWEAR STYLE TREND



Style 19

FOOTWEAR STYLE TREND

Style 20



STYLE TREND IN MENS FOOTWEAR

Never before have fabrics been as prominent as in sample lines under way.

The use of cloth is confined to tops only, being shown in combination with black chrome calf leathers such as gun metal, velours calf, etc.

This use of fabric with dull calf seems more effective and correct than when combined with patent colt and other shiny leathers.

Regarding color, the shades that will best blend with black are in favor, as much contrast is not desirable; the lighter shades are not used (except with russia vamps) as they soil easily, therefore should not be used with black leathers.

Fabrics that follow closely the tones of the suede leathers are best selections, ie. black, the various darker shades in gray, and the neutral tones between gray and brown, such as taupe, Wilson gray etc.

In the high grade lines, buck and ooze calf tops are preferably used in place of fabrics, in the same correct shades.

The most favored pattern thus far this season is the Foxed Bal (see styles 5 and 14 in November and December issues) This style will undoubtedly be the strongest

selling feature the coming season; it has been adopted into many sample lines, and quite a few manufacturers are already putting it into stock for immediate business. This style effect in Lace Oxford (Style 16, December issue) is also being sampled extensively.

Note : *These designs were created and first shown in FOOTWEAR STYLE TREND.*

New samples in popular priced lines will quite generally be seen on recede or drop toe lasts. This will be quite the rule regarding the Bal styles. The staple blucher and button however will still be sampled to a limited extent on the modified high-toe last, as in previous seasons.

The short-tread stage toe last is a comparatively new feature in mens footwear and its general fitting qualities have not yet received a seasons test; it is being sampled however to quite a degree and it necessarily requires a special short vamp and tip to set it off. This style carries a 1 1/2 inch heel, flat forepart, with sharp break at the shank. It is a style that requires nice shoemaking.

Narrow lace stays and narrow leather trimmings are being featured in many lines, giving the military style effect; and better results are now being obtained in this work owing to the introduction of two needle machines fitted with gauge and spaced for varying widths.

STYLE TREND IN WOMENS FOOTWEAR

At present the military influence is being felt in ladies shoe styles; its effect however should not be over-rated as at the best it must prove a short lived fad. The military effect in the better grades will be attained by the tasty display of braid and leather trimmings.

Novelty styles in bright colors will be seen in some lines of popular priced ladies boots, but it is not expected that any great demand for fancy leathers will arise as a consequence.

As forecasted in our December issue the use of kid for topping is apparently coming into vogue; finished kid in the quiet tones such as taupe, putty tint, and in the darker shades are being sampled. Bronze in combination with suitable fabric tops show prominently in the turn boots and oxfords.

Lace boot styles are showing strong in sample lines under construction, in both turn and welts. Four and five eyelet oxfords promise to be the new feature in the spring showing in the large city stores. Both of these styles will be featured in patent with suede quarters, made on narrow recede toe, city lasts.

Latest models of lace oxfords show small eyelets closely spaced, the quarters being designed to present a low effect at front.

Present samples in process show, quite generally, fairly high heels in Louis and Cuban Louis, ranging from 1½ to 1¾ in height; apparently there are few changes in ladies lasts at the present time, the leading types being the city last with narrow recede toe and the variations of the stage type which are selling best in Chicago territory. A new city last is being shown with a sharp break at the shank, but carrying a comparatively low heel of 1¼.

The trend is towards higher tops in latest models for the finest trade; this tendency was noted in the November issue of Footwear Style Trend and at present it is becoming more clearly outlined. This change is natural as a result of the shorter and fuller skirts in vogue. How far this style feature will be carried into moderate priced lines is problematical as the element of cost will tend to prohibit it, especially in leather tops.

Correct Button boots in the coming sample line should carry from fourteen to sixteen buttons, in heights of 7 and 7½ inches. Models for the exclusive fine trade are being made in heights of 7½ and 8 inches and carry sixteen and eighteen buttons respectively. The above information applies to boots with fairly long forepart, on city lasts; on stage lasts it is obvious that a greater number of buttons must be used in the various heights.

Boots with tops in gaiter effect and carrying flat gaiter buttons are spaced wider, twelve buttons being correct for the seven inch height.

FOOTWEAR STYLE TREND



Style 21

FOOTWEAR STYLE TREND



Style 22

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FOOTWEAR STYLE TREND



Style 23

FOOTWEAR STYLE TREND



Style 24

DETAIL OF STYLES ILLUSTRATED

STYLE 17

Lace Stay Bal — Vamp in patent colt, gun metal lace stay ; quarter in ooze calf, taupe (mouse shade). Shown on the short city toe last ; length of forepart, 3 $\frac{7}{8}$ inches.

STYLE 18

Seven and one-half inch lace boot ; combination of patent colt and light gray suede. $1\frac{1}{8}$ leather Louis heel. Illustrated on city toe last, but with short vamp effect. City styles as a rule will carry longer forepart than shown, but it is presented as a possible modification of a city style.

STYLE 19

Button boot, presenting extreme short vamp ; in gun metal with top in gray mixture fabric (Oxford cloth.) Illustrated on the short tread last carrying a $1\frac{1}{8}$ heel ; This is the latest offering of last men for popular priced lines, and similar models are being sampled carrying heels as low as one inch, with sharp line break at shank.

STYLE 20

Wave Top Polish ; suede quarter in light sand tint ; vamp and foxing in bronze or light colored kid ; trimmed with silk braid. Shown as a turned boot.

STYLE 21

Cloth top lace boot on stage last with medium width round toe. Extreme short vamp in patent colt ; quarter is shown in No. 13 Queen shoe cloth. The lace stay is in gray finished kid.

STYLE 22

Russia Calf Foxed Bal with panel quarter in buff ooze, or in black chrome calf with panel in gray ooze or fabric.

Made on city last carrying $\frac{7}{8}$ height in heel.

STYLE 23

Ladies Lace Boot — seven inch ; In white buck or kid trimmed with patent piping. Shown as a turn with black edge and top lift.

STYLE 24

A novelty style in a cloth top bal. Vamp and trimmings appear well in either gun metal or patent colt. The particular style feature of this boot is at the throat and the boot when laced presents a very pleasing effect.





