

Tradition-Rich HÖGL Footwear Right on Trend

"Evolution, rather than revolution" is the fashion message for Fall/Winter 2011, with authentic, tradition-oriented fashion themes setting new standards.

Seldom before have the sources of inspiration for the new season's footwear fashions been more diverse. They range from arctic polar influences all the way through to a fashionable, feminine retrospective of past decades.

The centerpiece of HÖGL's new collection is its loafery part "**Genuine Tradition**", covering a wide spectrum from uniform, military, college, or countryside looks.

Tweeds, shetlands, checks, and capes are worn in combination with stylish wedges and sporty lace-up models.

Masculine shoe types such as loafers, dandies, or lace-up ballerinas are made look feminine and form a modish complement to the new Brit Chic fashion.

Decorative uniform accents on boots and half boots, with striking buckles or new rivets, classical equestrian styles, and chunky boots reminding us of worker or biker boots and boasting accentuated bottoms and profiled soles in vintage looks complete this trend so rich in traditions.

"**Slow Motion**" is the name of the second major fashion trend, fusing high class materials with classical understatement and promising a reduction to the essentials.

Modest, but exquisite is the philosophy behind its design, choice of materials, and workmanship: cashmere, camel hair, jersey, and knit are combined with pumps and half boots in the preferred hues of camel, grey, and black.

Featuring simple patterns, softly rounded shapes, intriguing contours and high quality materials such as soft nappa, nubuk or patent leather, pumps, ankle boots and long boots live up fully to the high quality aspirations of this fashion trend.

Decorative details are minimized and used artfully in the form of lacings, zippers, metal clasps, wrap or fold effects.

With "**Polar Feeling**", ice and snow, fur and wool, fashion and function make us look forward to the next winter.

Fur enters into an exciting liaison with technical qualities such as Gore-Tex. Aside from boots and ankle boots made of lambskin, doubleface and fur, nubuk or velour and in pull-up and lace-up variants, waterproof, breathable and stylish Gore-Tex boots belong to the hottest and trendiest accessories of the next winter season. Ribbons, gatherings, and elastic bands promise decoration and function. Wedges, profiled soles, collars, cuffs, gaiters, and prominent clasps complement the arctic fashion style.

In homage to the Fifties, a new femininity is celebrated on catwalks around the globe. HÖGL champions this trend in its footwear collection by banking on nostalgic "**retro charm**". Figure-hugging dresses and pointed (patent leather) pumps make their comeback in the fashion scene. Feminine ballerinas, pumps, and half boots stand out with their playful passion for shapes and decorative elements such as bows, frills, buttons, and generous ornaments. Aside from patent leather, these feminine shoes preferably come in soft smooth leathers, velvety suedes, and with fantasy embossings.