

Laced and buckled up high: the new casualness at HÖGL

Fashion for Spring/Summer 2011 focuses on legs. Our gaze is drawn directly to the feet. New shapes, proportions, and volumes playfully hug the legs, skillfully moving shoes, from sandals to summer boots, across all fashion trends, as the most important fashion accessory on center stage.

The new HÖGL Collection is hallmarked by the **TRAVEL** theme inherited from the realm of ladies' outerwear. Even though this theme finds expression in a vast spectrum of formats, from colonial and country styles to cruise and worker influences, all of them, in each of their voguish interpretations, invariably appear easy-going, relaxed, and pragmatic.

In ladies' outerwear, comfortable and casual materials such as cotton, denim, or linen featuring nonchalant vintage effects, or a washed-out or sun-bleached look, come into play.

The colors chosen for both apparel and footwear are very natural and range from sandy and beige hues, taupe variants, various shades of green, to jeans-blue accents.

In the footwear segment, on fashionable high-front casual shoes textile materials such as canvas are used in combination with leather.

The use of high quality leather in the new soft summer colors imparts to this new casualness a very feminine touch and makes these shoes look more elegant than ever.

Sandals and casual sandalettes impress us with handcrafted and functional details such as straps, leather cords, braids, complex lacings, cutouts, and perforations.

In addition to casual shoes with attractive shaft and heel variants, HÖGL's new collection also boasts moccasins, loafers, ballerina slippers, and sporty lace-ups in the preferred materials "casual nubuk" and "casual sheep".

Summer and sandal boots made of natural leathers or soft nappas, clogs and sabots as well as new wedges with soft footbeds round off the footwear range of this fashion trend.

Linked to the outerwear themes **REDUCED** and **DREAM**, the more feminine part of the collection showcases – in a model range that is simple and yet developed with architectural finesse – stylish pumps, slings, high-front sandalettes with accentuated ankles, and shaft sandals.

HÖGL's Spring/Summer Collection will bring a change in footwear fashions with a vast diversity of platforms and novel wedge heel designs featuring striking details such as accentuated ankles, perforations, and laser cuts, or lace, buckle and strap variants.