



Mr. Fred Allard,
Creative Director of
Nine West Group



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The winter cabin of STYLE

While summer has finally arrived, in the fashion world, Fall and Winter are just around the corner. Fred Allard, Creative Director of Nine West Group is glad to give us a preview of the Nine West the Fall/Winter 2010 Collection.

Entering a cozy living room with a fireplace gently burning, Nine West's Fall/Winter 2010 collection carefully and gracefully displayed against the furniture.

As the third stop of the Global Media Tour and the first stop in Asia to preview Nine West's Fall/Winter 2010 Collection, Mr. Fred Allard had led his team from New York to London and headed to Shanghai as the finale.

"We had the tour in London and it went extremely well, so we also hope that the audience in Hong Kong will like the collection as well," he said.

"In Nine West, we try all the time to be ahead of the trend of fashion. So you will see the new collection is about the aberrance of textures, it's about fur, it's about lace, it's about velvet; it's about richness and textures, almost baroque," said Fred, highlighting the features of the Fall/Winter 2010 Collection.

The collection also focuses on details inspired by menswear, such as covered buttons and army-style details on pumps and boots - and also Oxford style lace-ups with high heels or over-the-knee boots. The trend, which is projected in the collection, generally is really rich in texture where items are very complex and compacted with various details and layerings.

Standing out from the world

While the collection goes to four different major cities around the world, it also reflects the popularity of Nine West across world and the inevitable trend to globalization of the fashion industry. Fred believed that it is important to preserve the uniqueness of every place so as to reflect a country or region's culture, traditions and characteristics.

"We are in a global world, especially with the internet now," said Fred. "When you look at the bloggers, at what they are writing, what the brands are posting on their websites and what starlets are showing us on the runways, it's the same everywhere."

Even so, Fred said it would not restrict his creative ideas for designs as it provides an opportunity to create new things and products which are specifically made for showing the uniqueness of the brand and also the place which the item is created for, or is inspired by.

"It's not just for countries, but we are talking about cultural regions which possess something more unique. And we are looking at that; nothing has been decided yet, but I'd like to have the experience of doing a partnership with someone here, let's say a designer, a singer or an architect, for whom could do a capsule collection, for example, dedicated to Asia and especially for the market here. Actually we are just starting a new collaboration with the famous singer, Joss Stone."

"I think we went through a whole cycle of globalization, and we cannot go back. Even with the communication which we have today it is frustrating to a lot of people and I think there is a possibility to evolve it, to produce something which is more relevant to culture of some areas and countries which can also respect that certain culture."

Indeed, fashion is not just a trend that the world follows, but also a statement of true identity and personality of an individual or culture. Luckily, we still have designers like Fred Allard and brands like Nine West that strive to preserve the uniqueness of a brand and transform it into items we admire.

NINE WEST

Shop 1101A, ifc mall, Central
2234-7336

FALL / WINTER 2010 COLLECTION

Toned Down

With laces, velvets, leather and other fine fabrics which match the outfits in a lady's wardrobe, sophisticated cuttings and silhouettes bring out the elegance of a woman as she slips on the heels and shows off her grace as she glides across the room.



Jewel Box

Inspired by a jewelry box and its sparkling treasures, bold ornamentations, beads galore and jewel tones resonate with the elegance and femininity of a lady. With their glistening gold and cool black, who can resist the allure of these fine beauties?



The Clash

As a continuation of the previous vintage look, classical elements of the 1980s, such as wild rock n' roll details like studs, sequins, bold buckles and stretch elements are blending with bold innovations and femininity to project individualism and modernity.

