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The Ipanema with Starck ad campaign.

STARCK'S SHOES

Philippe Starck has teamed with Brazilian footwear brand Ipanema on a capsule collection of shoes that will debut this January.

The 48-piece Ipanema with Starck collection will feature sandals, flats and flip-flops in a palette of 12 colors in neutral and citrus tones with soles bearing the designer's signature plus symbol. The environmentally friendly line was designed using 30 percent recycled materials, which took four years to develop.

Starck infused a minimalist aesthetic into his capsule collection. "I want to create something intelligent that is affordable for everyone," Starck told WWD. "When you reach elegance with a few dollars or euros, this is no longer magic; it is a modern miracle."

This will be an ongoing collaboration for the footwear label and the French designer, who noted his interest in the men's market.

"My goal for the next collection is to produce a line that is mainly for men,"

Starck said. "I want to bring this new idea of gender to such products and avoid all the normal design conventions that are commonly found in men's shoe design."

The Ipanema with Starck collection is priced at 28 pounds (\$42) for flip-flops to 35 pounds (\$53) for multistrap sandals and will be sold at the Alchemist in Miami, Colette in Paris and 10 Corso Como in Milan.

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