



Clarks x V&A COLLABORATION

Inspired by the 1960s, Clarks and the Victoria and Albert Museum - the world's leading museum of art and design - celebrate the decade that changed fashion forever.

INSPIRATION FROM THE SWINGING SIXTIES

Singapore - We've been making shoes since 1825. Designing them too, setting trends and building a reputation as a world leader in footwear for every occasion. Our archive is unique and over the years our enduring sense of style has attracted collaborators including some of the best known names in fashion, art and design - most recently, London's Victoria and Albert Museum.

Working closely with the V&A, we've updated '60s looks, patterns and prints to create a SS16 collection that says that was then, this is now.

The 60s youthquake with its pop bands, photographers, hairdressers and Bambi-eyed models turned 'swinging' London into the centre of the universe and Britain into a fashion leader. The look was clean and young – babydoll mini-dresses worn with big lashes and even bigger hair. Men started to dress up, too - aping the Beatles in polo necks and natty little suits.

Shoes had a revolution of their own. Those minis demanded flatter styles and a million Mary Janes and sling-back pumps were born. While the boy's skinny, ankle-skimming trousers called for equally skinny boots. Forty years later, Clarks has partnered with the V&A to turn these groovy styles into something new this season.

Swixties Faye (Floral)

Charming and childlike, Mary Janes were the archetypal sixties shoe. Our update? A groovy 60s print inspired by the V&A archive and snappy patent binding.



Swixties Ball

Here's a slipper that has swinging London written all over it. We found the silhouette in our archive and reimagined it in mod monochrome patent.



Swixties Pop

This is about as sweet as a sling back gets. The groovy print is straight from the V & A's archive, while the patent toe and buckle is pure Clarks.



Swixties Sling

Based on an archive style from the 60s, these sling back loafers are just the right mix of chic and playful. The heel says 'very-now' while the pretty pearls say 'pure fun'.



Swixty Top

Slim, chic and more than a little bit rock 'n' roll, this Chelsea boot takes its inspiration from a 1960s original designed by Clarks in partnership with Style Consultant at the time, the visionary Hardy Amies.



Swixty Step

Sixties slip-ons were the height of groovy (baby). This minimal pair will stand up to anything in your 21st Century wardrobe, from a new suit to a pair of skinny jeans.



Swixty Limit

Skinny sixties trousers demanded equally skinny shoes. Smart and super-shiny, this elongated brogue is inspired by a style designed in collaboration with Clarks by fashion guru, Hardy Amies.



Swixty Top & Swixties Faye (Floral) – Lifestyle

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Swixties Faye (Floral) – Lifestyle

The 60s youthquake turned 'swinging' London into the centre of the universe and Britain into a fashion leader. The look was clean and young – babydoll mini-dresses worn with big lashes and even bigger hair.



Swixty Top – Lifestyle

With the pop bands, photographers and Britain's newfound fashion leader status, the 60's saw men start to dress up, too - aping the Beatles in polo necks and natty little suits.



Women's – Group Shot

Shoes had a revolution of their own in the 60's. Those minis demanded flatter styles and a million Mary Janes and sling-back pumps were born. Working closely with the V&A, we've updated '60s looks, patterns and prints to create a SS16 collection that says that was then, this is now.



Men's – Group Shot

The boys of the 60's skinny, ankle-skimming trousers called for equally skinny boots. Forty years later, Clarks has partnered with the V&A to turn these groovy styles into something new this season.



ABOUT CLARKS

C&J Clark Limited, owners of the Clarks brand, the privately held footwear business, was founded in Street, Somerset in the UK by the Clark family in 1825. Still based in Street, the Clarks Group designs, develops and sells a wide range of footwear and accessories for men, women and children. The Clarks brand is renowned worldwide for quality and style with comfort. The Clarks Group has built on its success as the leading shoe company in the UK to become a £1.5 billion global business operating retail, wholesale, franchise and online channels in over 100 markets worldwide. Please log onto www.clarks.sg for more information.

About Publicist PR

PUBLICIST PR is a Public Relations and Marketing Consultancy founded under the philosophy of aggressive media outreach and building the best journalist relationships in the business, and we operate on the principle that strategic public relations requires a thorough understanding of the media. Over the past decade, Publicist PR has gained a reputation for strategic thinking, creativity and expert media relations, along with superior client service and our innovative approach to practicing public relations and integrated marketing. We specialize in helping our clients achieve their business objectives by strategically shaping and impacting the news cycle. We know how to craft a story to suit the media outlet; we are always searching for the unique idea, the different angle, and the fresh take on a familiar story. We are strategists and storytellers, using our passion and deep knowledge of our clients' industries and the media landscape to deliver coverage well beyond the typical news stories. We are focused on providing results that impact our clients' businesses, and are driven by our ability to create connections between our clients and the audiences important to them.

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