

Base London Showcases Autumn 2009 Collection



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Base London, the men's footwear brand, has showcased the 'Best of British Footwear' for autumn 2009, a shoe collection inspired by an ethos of work, rest and play. Base London's new autumn range goes about tackling the everyday obstacles that face the modern day man.

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An Impact.



A fashion formal collection comprises clean cut, smooth silhouette lace up and slip on styles. The 'Encore' and 'Review' ranges combine rich leathers and intricate stitch detailing with a sharp fashion focused approach that's suitable for both the office and the bar.

The semi-formal range of [men's shoes](#) allows for a casual, dressed down style, whilst being discreetly lifted by formal uppers.

Base London has also revealed a casual and sporty approach, as shown by 'Eddy', and a fresh look to styles like 'Edition', which are strongly considered Base London signature pieces. The autumn

collection introduces new prints and trims as well as a colour palette of autumnal tones.

Autumn also sees the strong presence of formal and casual boots, with rich treated leathers and strong detail trims. Smart and tailored trending with smooth lines and subtle detail-stamped leathers form the crux of the formal styles, which are highlighted by 'Endure'. The more casual styles have a rugged and urban led fashion feel, displaying clear military influences ('Keystone') and heavy detailing ('Metal').

The whole Base London autumn 2009 footwear collection is available online from the beginning of August 2009.

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About Base London

Base London was founded in 1995 after a niche was spotted in the market - branded fashion [formal men's shoes](#) for the high street [shoe shop](#). Previously consumers had the choice of own label or exclusive designer names with nothing in between.

The Base London Brand was launched at around the same time as lads' mags such as FHM hit the shelves for the first time. These provided the perfect platform to talk directly to the target audience.

Keeping in line with consumer needs, the footwear range was expanded to include more casual styles. Base London rapidly earned an excellent reputation for high quality, affordable [men's designer shoes](#) and remains market leader in this arena.

Base London has received public commendation in the form of numerous finalist nominations in the Footwear Brand of the Year category of the FHM/Drapers Footwear Brand Awards. The company has actually gone on to win the award a remarkable 3 times - more than any other fashion brand has achieved.

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