

# Base London Unveils Autumn 2009 Range



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Author: [Base London](#)

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Men's footwear brand, Base London showcases the 'Best of British Footwear' for autumn 2009 with a shoe collection inspired by a work, rest and play culture. Base London's autumn range goes about tackling the everyday obstacles that face the modern day man.

A fashion formal collection, comprising of clean cut, smooth silhouette lace up and slip on [men's shoes](#), such as Encore and Reason, combine rich leathers and intricate stitch detailing with a sharp fashion focused approach that's set to impress, whether in the office or at the bar.

The semi-formal range of men's shoes featuring Pressure, showcases [casual shoes](#) in a dressed down style. While being discreetly lifted by formal uppers and a casual collection reveals a sporty approach, shown by Dart and Stealth, and a fresh look to styles strongly considered Base London signature pieces. The autumn collection introduces new prints and trims as well as an earthy colour palette of autumnal tones.

Autumn also sees a strong presence of formal and casual [men's boots](#), with rich treated leathers and strong detail trims. Smart and tailored trending, with subtle detail stamped leathers displayed by Force and Review, form the crux of the formal styles, whilst the more casual styles have a rugged and urban led fashion feel, displaying clear military influences and heavy detailing, shown in Keystone and Metal.

- ENDS -

## About

## Base

## London

Base London was founded in 1995 after a niche was spotted in the

market - branded fashion [formal shoes](#) for the high street. 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 the lads' mags 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 three times - more than any other fashion brand has achieved.

**Base London media contact:**

Pete Winkworth  
Base London Ltd  
4/6 Buckingham Court  
Rectory Lane  
Loughton  
Essex  
IG10 2QZ  
0208 532 5421  
[www.baselondon.com](http://www.baselondon.com)

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