

# NEWS

magazine of  
UNIROYAL LTD. Tyre & General Products Division

## INSTANT COMFORT with KEDS NEW SCULPTURED SANDALS

New shoe styles are always exciting, perhaps more so those for Spring and Summer. In last month's issue we lifted the curtain slightly in respect of 1967 when we featured our Footwear Sales Conference at Princes Risborough. Since then all of our plans for next season have been broadcast to the trade buyers through the "Fashion in Footwear" Exhibition—London Shoe Week—at the Washington Hotel (October 2-6).

Just three days before this big event in the world of footwear fashion we staged in the artistic surroundings of the Newburgh Gallery, London—a stone's throw from Carnaby Street—a preview for the fashion writers of the Press to introduce the new Keds range, featuring the latest sculptured sandals—Sol-mates. These are the brainchild of Don Chapman, our designer and Neil Hudson, Footwear Marketing Manager, so ably backed by Bill Allison and his Footwear Development group at Heathhall. This exciting development has taken years of planning. If first trade impressions are anything to go by, Sol-mates are a winner. There is quite a story behind this new range, which combines instant comfort with trend-setting styles.

### Started in 1959

Seven years ago Don Chapman developed his own design for a sculptured sole. He used his wife's foot as a model for the prototype. This idea was the result of some experimental work he had done in conjunction with a firm of Continental shoe manufacturers some years earlier. It was another five years before new methods of mass production by Keds made it possible to develop this project still further.

Meantime, the foot exercise sandal with its shaped wooden sole had become widely accepted by the public for its remedial effects, first

Introducing  
our  
KEDS  
designer



Don Chapman, who joined us in 1958, has been designing shoes successfully for twenty-six years. He holds first class design and technological qualifications and in addition is an Associate of The Boot and Shoe Institute. He was, for a period, holder of the Norvic Cup for the most original design—a driving shoe.

With four young children under sixteen and his frequent trend-spotting trips to France and Italy, Don considers he has his fingers firmly and accurately fixed on the pulse of the most stimulating design influence to appear in the past few years—the Teen-Ager. As the oldest Teen-Ager in the business he believes that this group more than any other single one has provided the major stimulus for the total recognition of designers in both fashion and industry. They have helped to speed the British public's growing awareness of the part that good appearance and function in well-designed products play in our every day life.

Believing that design can only be considered as a whole, not as a piece of the whole chosen for its apparent decorative appearance Don Chapman expresses his design philosophy as: "I am a fanatic of asymmetry: I think that the visual senses of aesthetic values can be satisfied by imbalance used intelligently to provide a foil for the required effect. For a design handled in this way has a certain exclusivity that is normally only associated with the higher design projects".

In what spare time he has Don Chapman uses his creative talents over a wide range of hobbies and interests. He sometimes manages to design, cut and sew his wife's dresses, hats and rainwear. He plans to build a boat this winter and is already in the middle of landscaping the garden and building a swimming pool in his Chalfont St. Giles home.

tain the sandal on the foot.

2. Dimensions of the last have been adjusted to allow for the elasticity of the platform material, ensuring a snug fit.

3. Areas of maximum contour supporting vital areas of the foot, i.e., the longitudinal arch and metatarsal arch, have been raised slightly. This has the effect of cradling and holding the foot in a relaxed position both when standing and when in motion. The soft edge of the sole, unlike wood, absorbs shock, especially at the heel, thus preventing a hard pad of skin forming there.

4. The uppers are woven by skilled craftswomen in Italy exclusively for Keds. Then they are softly lined with skin coloured chamois-type leathers, thus achieving a standard of comfort and style not usually associated with what has been up to the present a utilitarian article of a somewhat spartan appeal.

5. The nature of the exclusive manufacturing process used in making the platform sole achieves lightness, comfort and hygiene. It also gives the opportunity to ring the fashion changes fairly easily. For instance, this year a wood grain finish is used: next year an effect of imitation metal or leather grain perhaps; but who knows?



HEATHHALL MADE. This is Creole, one of five styles of Sol-mates. This design combines maximum comfort from the supple contoured insole with an attractive hand-made straw vamp. There is a novel heel disc. In natural or navy straw and retailing at about 35/11. There will also be a style for men.

on the Continent and then in Britain. What had begun as a health sandal has to-day become a fashion trend.

This is the moment when we have chosen to launch our range of Sol-Mates Sculptured Sandals. These sandals are different from all others. They are designed for instant comfort. They pamper, they cradle, they flatter the foot.

### Comfort Features

1. Unlike foot exercise sandals, Sol-Mates have the vamp or upper portion fitting over and not in front of the instep, making it unnecessary for the toes to claw and bunch to re-

LEFT: Two from the Keds Fun-seekers range for next season. Kooki-hi in black patent and Krunch in white. Both around 39/11.

BELOW: Keds Skeeters go gay in way-out prints on acrylic impregnated surface. Delta (centre) in geometric designs, Dazi in "granny" florals. 25/11.

