

IN-STORE

John Lobb pinpoints bespoke prowess in exclusive capsule

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Shoe from John Lobb's Artisans' Series

By STAFF REPORTS

British footwear maker John Lobb is emphasizing its bespoke capabilities with the release of its Artisans' Series.

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Limited to only five distinctive handcrafted pairs, the Artisan Series embodies John Lobb's dedication to quality, modernity and mastery of technique. On a frequent basis, John Lobb has achieved this by traveling to its boutiques to give consumers a firsthand glimpse at the bespoke process.

These shoes were made for bespoke

John Lobb's Artisans' Series was designed by its artistic director Paula Gerbase in collaboration with the brand's bespoke atelier. The footwear brand describes the series as a celebration of "the absolute craftsmanship present at the core of the house."

Each aspect of the five pairs of men's shoes is handcrafted using the finest leathers and fastening options. The pairs found in the Artisans' Series capsule are light, comfortable and take cues from sportswear.

Throughout the month of March, John Lobb will be visiting its United States boutiques to showcase its made-to-order process. Since the Artisans' Series is hyper-exclusive due to the small number in the capsule, the made-to-order events will provide consumers with a chance to have a bespoke piece by John Lobb.



John Lobb artisan

At the event, consumers can create a pair of handmade John Lobbs for the spring/summer season selecting an existing or archival style. To further personalize the pair, the consumer can select from premium leather, exotic skins, soles and fits and his initials will be stamped on the insole.

John Lobb ended its bespoke stint at its New York store on March 14, and will be at its newly opened Miami boutique until March 20 ([see story](#)). John Lobb then heads to Houston March 21-27 before ending the route in South Coast Plaza in Costa Mesa, CA March 28 to April 3.

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