

APPAREL AND ACCESSORIES

John Lobb explores heritage to launch first women's line

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John Lobb's Willow boot for women. Image credit: John Lobb

By STAFF REPORTS

British cobbler John Lobb looked back into its archive of bespoke footwear to launch its first dedicated women's collection.

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Prior to the collection's launch, John Lobb offered shoes and boots for women only on a commissioned basis, since the brand specialized in only men's footwear. The six-piece collection draws on these bespoke styles to demonstrate John Lobb's skill, heritage and modernity present in its archives.

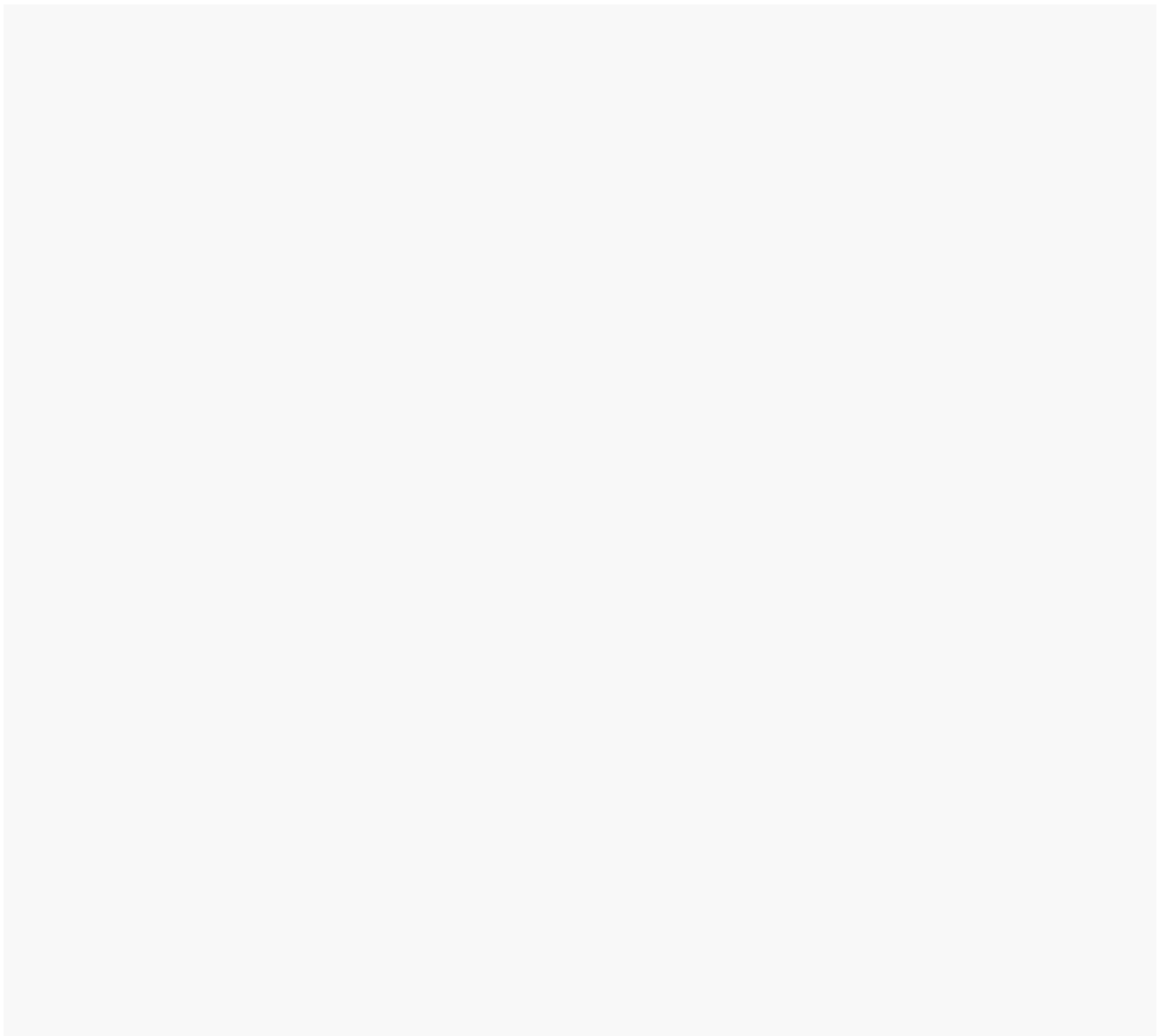
From archives to retail

For the fall/winter 2017, John Lobb will offer its first collection of dedicated women's shoes and boots.

The six styles harness John Lobb's cobbling skills such as hand-wheeled soles, decorative nail heel patterns and wholecut leathers. As with all John Lobb shoes, the women's collection "combines a modern intellectual elegance with comfort and functionality."

John Lobb's debut collection for women includes the Jodhpur-style Hawthorn boot; Willow, a triple-buckle boot, and Acer, a Chelsea-style boot. Oxford flats include the Alba, available in suede or leather with an accent band of lizard leather and the Rowan and Hawkes loafers.

Prices for the collection range from \$1,010 to \$1,550. The collection will retail exclusively online and at select John Lobb boutiques, which will be its shop in London, its Paris stores at Francois 1er and Boissy d'Anglas, the Tokyo Midtown location and New York storefronts.



The By Request service offers customers the freedom to create their unique pair of John Lobb handmade shoes, specific to their personal style. #johnlobb

A post shared by JOHN LOBB (@johnlobb) on Aug 14, 2017 at 4:34am PDT

The Willow, priced at the highest end of the collection, is featured in John Lobb's first women's campaign. The three-buckle style is shown on a woman in white pants with her ankles crossed and feet resting on a plush burnt orange carpet.

As of press time, John Lobb's Willow style is out of stock.

Similarly, French menswear brand Berluti showed it knows what girls want with the debut of its first women's capsule collection in 2016.

Gender-neutral and unisex dressing has grown in popularity recently, and historically, a number of fashion houses have been known to borrow masculine codes for designing women's apparel. For Berluti, it is likely that female consumers have shopped its dress shirts and bespoke shoes for themselves, rather than the intended male, at one time, or another ([see story](#)).