



AS SEEN IN
EARNSHAW'S

Feel the Luv

The brand's shoe design and style keep fashionable and active girls happy.

INSPIRED BY HIS 10-year-old daughter, footwear designer Michael Toschi, who lists brands from Esprit and Ugg to Reebok and Nike on his resumé, decided it was time to try his hand at women's and girls' footwear. What followed was a shoe designed with both fashion and comfort in mind—something mother and daughter could equally love.

Caroline Cecil, director of design at Luv Footwear, describes the brand's keystone shoe, the Dream Flat, as a unique piece of footwear. "Toschi uses his knowledge of the anatomy of the foot and athletic footwear to shape the last for the Dream Flat," she says. "The last is shaped by hand and has become an iconic aspect of the shoe." The outsole is made of EVA and a small amount of rubber, and the upper is a Lycra material, which makes the shoe lightweight, comfortable and versatile with various prints and colors. The brand also offers several patent styles with a PU upper.

"We're highly creative and individual but we also pay attention to global trends," Cecil says of the brand's style. "We work really hard to create tight assortments so buyers can look at the line and easily create their own mini collection out of our vast collection." Luv focuses on three different customer segments for women—toddler, adult and youth, which include the tween and teen markets. "We do lots of solids but integrate appropriate upper patterns to get that group of girls excited about the product," she says.

The Spring '13 collection includes Aztec and ethnic prints, bright pops of neon color, vibrant pastels and vivid stripes. "We're constantly figuring out ways to update the look and feel of the shoe," Cecil adds. "This season we added a glossy and shiny outsole that was executed really well—people loved it." The patterns, colors and materials make the Dream Flat a perfect fit for both the toddler constantly on-the-go and the active, fashionista tween. "It's a true lifestyle shoe," she says.

While only having recently launched (Spring/Summer '13 is its third collection) Luv has been well received by retailers and customers alike. "We're in small boutiques nationwide and there's potential that next season we will be in larger retailers," Cecil shares. The brand is currently at retail in Canada, Australia, New Zealand, Taiwan, and South and Central America, and recently launched its website, luvfootwear.com. "The whole point of the brand is to inspire people in their lives. On our new website we feature Luv ambassadors, who are women, young teens or families that will have a relationship with the Luv brand building team," she says. "They're out in the world, and can share in the growth and the evolution of Luv Footwear."

Visit their website for more information and upcoming promotions, including a Dream Flat design contest.—*Maria Bouselli*

Wholesale Price:
Toddler- \$14 per pair;
Youth- \$16 per pair

Sizes: Toddler—22-28;
Youth—29-34