

Function (How it works/purpose):

- Comfortable sling back shoe that created the appearance of shortening the foot and elongating the leg.
- In 1957 women mainly wore shoes that matched the colour of their outfit, in one shade only. Chanel sling backs were so revolutionary because they didn't have to exactly go with an outfit, and they could be easily worn on any occasion.

Constraints (Are there any restrictions, such as size, weight, materials etc.):

- The wearer must be comfortable.
- The shoe must be suitable for everyday wear for all woman.

Materials/techniques:

- Beige Leather
- Black toe cap

Ergonomics (How it fits):

- The sling back style allowed for freedom of movement, and with help from the shoemaker Massaro, Chanel had it elasticated to allow more flexibility.
- Chanel rejected the idea of a buckle because it looked old-fashioned, preferring instead to add a little elastic on the low-cut inner side which supported the heel. This elastic adapted to the shape of the foot, adjusting its every tension and following its movement. This was one of the greatest technical innovations in the history of shoemaking resides.
- The couturière wanted her shoe to be comfortable and perfectly adapted to the new lifestyle of the modern woman.
- Raymond Massaro and his father, shoemakers that were drawn to the Chanel brand, therefore conceived an asymmetrical sandal where the flange only sustains the outer part of the foot to leave it maximum freedom.

Aesthetics (Style, shape, colour):

- The shoe instantly became a staple for street style stars and fashion editors alike for being comfortable enough to wear during the day and elegant enough to wear out at night.
- Chanel's two-tone shoe originally dates back to 1957 when Gabrielle Chanel designed the style, which she declared to be "the height of elegance."
- Madame Chanel chose the nude/black combo for a reason: the nude colour is intended to lengthen the leg while the black capped toe shortens your foot.
- The sling back style was designed for the busy women who needed freedom of movement.
- By banking on two-tone, it was also a way to compose the silhouette in a different way. The slightly squared black tip shortens the foot, while the beige melts into the ensemble and elongates the leg.
- 1957/ loyal to her vision of an elegant, sleek, and distinguished gem what with its freedom of movement, Mademoiselle Chanel got the inspiration to concoct an open-toed shoe, beige with a black tip, edged with a thin elastic strap on the side. Bye bye buckles! For the very first time, an elastic strap supported the heel.



**Chanel
Two
Toned
Shoes**



Target Market (What is it for, why would buy it/wear it):

- Woman to wear to any event and anytime. The 'all day/night shoe' for all woman.
- With one pair of shoes Gabrielle Chanel was sure to respond to the demands of the most elegant, at any hour, day or night.

Source of inspiration:

- Coco was inspired by the two-tone mens shoes that had been around since the eighteenth century, and she brought the style into womenswear.
- The story of the two-tone shoe begins on the Duke of Westminster's yacht. The visionary's keen eye retained the shoes worn by the men there: natural fabric and black leather points. She also took away a bit of amusement from the thick-soled black-tipped sandals nonchalantly thrown over the shoulder of her friend, dancer and choreographer Serge Lifar. In those days sporting activities were performed in beige canvas shoes with a black leather tip, in order to better dissimulate potential stains. And this is where Chanel got the aesthetics for her next icon.