

## Fabulosity: Loeffler Randall & SUNO's Fashion Week Collaboration

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New York Fashion week has finally come and gone. With it a plethora of fashion presentations, shows and collaborations are behind us. One collection stood out more than the others... Suno presented a collection of bold prints, modern cuts and a overall quirky aesthetic. From the ankle down, Loeffler Randall was responsible for the shoes. The collaboration between Suno and Loeffler Randall was fantastic; the basic design of the overall shoe that was shown was a chunky wedge wrapped in colors like gold, purple and also floral prints.



"Since we had such a successful collaboration for Spring, SUNO and LR decided to work together again for fall" added a spokesperson for Randall. "We used the same construction as last time - a towering wedge sandal and re-worked the upper. The style comes in SUNO's signature prints as well as some solid suede colors. It was great working with Erin and Max and their show turned out beautifully."

Jessie Randall, designer of Loeffler Randall launched the line in the fall of 2005. The label has been violently successful; winning the CFDA Swarovski Award for Accessory design in 2007 and then launching ready-to-wear in the fall of 2007, which lead to a partnership with mega-brand Target.

When asked what type of customer they designing for, Loeffler Randal's spokesperson said: "We describe our style as understated elegance and this aesthetic tends to appeal to a wide range of customers from younger, more downtown women to an older customer. I think people are attracted to our feminine yet modern styling and the quality of our products and there is nothing age-specific about that."