

Shoes Go Golden

CELEBRITIES PICK UP FOOTWEAR, HANDBAGS IN A GIFT-GIVING SPREE

LOS ANGELES (Jan. 15, 2007)—The hottest shoes at the Golden Globe Awards were on the red carpet—and off, too. In the days leading up to the event, stars bounded into a bevy of goody suites, where they collected treats to wear on their feet and over their shoulders, carrying away totes and T-straps from major and up-and-coming brands.

High atop Beverly Hills in a gated mansion, **Brown Shoe Co.**'s Etienne Aigner made a splash at the **Silver Spoon Hollywood Buffet**. **Lindsay Lohan**, **Hayden Panettiere** of "Heroes" and **Tori Spelling** and her husband walked away with equestrian and kitten heel boots from the fall 2007 collection. "This is our fifth time here at Silver Spoon and we participate because the celebrity clients love the various shoes that we bring," Brown's Harris Theophanous told WSAToday.com. Julie De Cuyper, Etienne Aigner marketing coordinator, added that the brand will soon introduce **Etienne**, a new upscale handbag line in boutiques nationwide.



Specially selected stars received an Etienne Aigner logo flat.

Jacqueline Jarrot, who owns boutiques with celebrity customers, handed out bags from her own line, including the Sarra.

Nine West was a magnet for stars at the **Access Hollywood** "Stuff You Must..." lounge at the **Sofitel** in West Hollywood. Nine West created a five-style collection of shoes just for the Golden Globes that will be available online for sale as limited editions. They included a Lucite wedge, platform pump and peep toe with wrapped satin heel, most in evening shades of black, silver and pewter. "We wanted to expose our new collection to the celebrities and really get the name out there and increase our visibility," said Liz Auerbach, public relations director. "Several celebrities have commented about how comfortable the styles are and requesting them for their shows. They can buy more pairs and still have great style." **Mary J. Blige**, Golden Globe winner **Jennifer Hudson**, **Vanessa Williams** and **Katherine McPhee** of "American Idol" walked away with the full collection.

Carlos Falchi Handbags seized the opportunity to present several high-end clutches in a rainbow of hues. The lizard clutches were tailored to meet the needs of the celebrity appearances and style. "This was the first time for the brand to do something like this and Carlos thought it would be a great way to introduce our bags and let celebrities find out who we are and what we are about," a company rep explained. "The bags were designed specifically for a red carpet event or a party."

“Ugly Betty” stars knew this is their year for free treats. The Globe-winning show’s **Anna Ortiz** and **Eric Mabius** popped into the **Showtime Golden Globe Gift House** located in a mansion once owned by Vivian Vance of “I Love Lucy.” There, they found **Oona Ehrlich**’s foldover clutch, which can be unfolded to become a file tote. “My latest piece is an embossed bowler bag with hand-woven straps that convert the bag to a messenger bag,” the designer said. “We participated in the last event (Showtime’s Emmy suite) and these are made especially for this event.”

Bisadora Bags launched with the **Hip Purse**, a sleek bag about 6 inches that is worn “hands free” with a belt. “It’s so versatile, safe and stylish which is so important when I choose something to wear,” said designer Brandy Goldberg. Her line features messenger bags, tote bags, clutches and small leather goods. “My mother always loved watching the Golden Globes,” she noted. “It’s a great way to share my collection with celebrities and press.”

Angela Bassett, Derek Luke, Carlo Rota of “24” and Tony Plana of “Ugly Betty” swooped into **Primary Action**’s suite on Beverly Boulevard to find **Ed Hardy** shoes. The group included women’s airbrushed tattoo-inspired pumps and casual shoes for men and women with airbrushed designs in both high-top and low styles. **South Paradiso Leather**, a custom leather collection, was showing off handbags. “Everything is done by hand in the bags,” said designer Joel Von Stezelberger. “Custom linings, special whip-

stitching and even the designs on the leather are burned in and hand-painted.”

At the **Beverly Hills Hilton Hotel**, site of the Globes ceremony, **John Stamos**, **Tina Fey** and **David Arquette** went back to the **Backstage Creations Gifting Lounge**. **Bolzano Handbags** chose to display at the suite “because the trendsetters are the stars,” the company’s Gilda Mitat said. “It’s great to have our bags on the red carpet – or seen being carried by a celebrity at an airport.”

Mia Bossi Bags do triple duty as a diaper bag, tote bag and travel bag. “Add in the insert and you can carry your laptop to make it a business bag,” the company’s Angie Chan said. The bags are made in the United States of Italian leather, fabric and hardware. “Backstage Creations approached us, and we thought getting our product out there more would be great for us.”