

House Of Fraser Launches New Autumn/Winter 2010 Shoes Collection Online

HOUSE OF FRASER

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House of Fraser, the leading premium department store, has launched its Autumn/Winter 2010 footwear collection by Dune online.

[The Dune](#) Group offers affordable luxury [shoes](#) and accessories, with brands including Dune, Pied a Terre and Bertie. The Dune Group was formed in March 2009 with the acquisition by Dune of the Shoe Studio Group and opened its first store in London's Kings Road in 1993.

Autumn/Winter 2010 footwear concentrates on three main trends. From opulent velvet peep toes to platform courts and pull-on ankle boots, online shoppers will find Venetian Masquerade, Starlight Express and The Aviator trends all at houseoffraser.co.uk.

The Venetian Masquerade trend is a romantic yet striking story with an air of mystery surrounding it. An intense colour palette of ebony black, deep navy and rich red appears on opulent velvet peep toes and delicate lace up strappy sandals for a 'belle of the ball' feel. Lace, jewels, corsages and caging are prominent features in this theme. Black leather over the knee boots and suede peep toe shoe boots take on a subtle yet seductive approach.

Starlight Express makes a statement with sky scraper heels and bold shapes. The trend focuses heavily on chains, buckles, studs and zips in high shine metals appear on fierce suede or leather shoe boots, platform courts and statement lace up knee high boots. Flat laser-cut pumps have metal toe caps, carrying through the hardware theme.

Black, nude, grey and taupe are the key colours for this trend, with flashes of silver and pewter to highlight. Heel shapes take on a different dimension, soles are sharpened, and the wedge is set to return for AW10 in a big way.

The Aviator is portrayed through a military inspired story with war time elements. Boots are key to the trend, with tan, lace up shoe boots reminiscent of the 1940's 'working girl chic' look. Pull-on ankle boots are in greys and browns with crepe soles and buckles, and flat boots are detailed with laces, thick straps, metal studs and shearling collars and linings. Masculine styled two tone flat brogues and chunky tan and burgundy courts in textured leathers recapture the 'Hitchcock Heroine' era of this story.

House of Fraser offers fashionable [platform shoes](#), sandals, shoes and boots from Dune and other designer and high street brands, including [Nine West](#), Kurt Geiger, Bertie and Carvela.

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About House of Fraser

House of Fraser is a department store group with 61 enviable locations across the UK and Ireland and a fully transactional website. As one of the best known names on the high street, House of Fraser has presented customers with an unrivalled nationwide department store for more than 160 years. The company was acquired by the Highland consortium in November 2006 marking the beginning an exciting new chapter in its history. The group has annual sales in excess of £1.25bn and employs 6,500 House of Fraser staff and 10,000 concession staff through 5 million sq ft of selling space.

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