New French brand Iscream launches colourful, high-end women’s shoes line

By Sarah Ahsson - 10 October 2018

Introducing acid pink and citrus yellow high-heeled pumps, gold and red mules and pointed-toe ballerinas in red and beige, Iscream is a new French brand of premium women's shoes whose pop-style products are perfectly calibrated for the Instagram generation. Exhibiting for the first time at the Parisian fashion accessories show Première Classe, held from September 28 to October 1, Iscream presented its shoes inside a giant recycled fridge.
Within this quirky showcase, Iscream unveiled its seven women’s shoes models (ballerinas, pumps with various heel heights, mules, etc.), featured in 26 different two-colour, two-material combinations, named after ice-cream flavours like raspberry granita or strawberry vanilla. Altogether, there are 99 different colour combinations.

“We noticed that, in the high-end footwear segment, there wasn’t a brand that was both fun and fashion, with colourful, easy, comfortable shoes for the day and evening, so we decided to launch Iscream,” said co-founder Sandy Mitteau.

Mitteau worked for seven years at French department store group Galeries Lafayette, first for contemporary, then for luxury brands. She co-founded Iscream with her childhood friend Laura Tuil, whose family is specialised in the production of high-end footwear.

Iscream shoes are made in Spain, “in the same factory that produces Jimmy Choo shoes,” said Mitteau. The line will be available in February, priced between €280 and €390. Iscream is notably targeting Parisian department stores. Among its next projects, a line of winter boots and a bespoke shoes service.

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