



STUDIO THOMSON
OLIVIA MORRIS

Olivia Morris creates beautiful shoes. Shoes so beautiful that they dictate an outfit, shoes that make you dress from the stockings up, in essence, artwork for the feet. Indeed, the designer's latest collection takes such a notion to its logical end by way of a catalogue intended to elevate her creations to the status of fine art. And not just that, one that negates the need to wear anything else.

"After meeting with Olivia we felt that the images of her shoes deserved to be shown at a larger scale than her usual look-books, which would then give the brochure more of a feeling of an art catalogue," explains designer Mark Thomson of StudioThomson. Life models were cast to wear Morris's coverable heels and were photographed otherwise in the nude by Xanthe Greenhill, adopting typically sculptural life-drawing poses in a location resembling an empty gallery space. Printed at B5 on smooth-as-skin Hello Silk stock, the look-book allows each photograph to appear at a large size, with landscape images sitting across double-page spreads and portrait shots facing a blank page, for maximum breathing space. With each photograph also framed with a thin white border, the brochure's simple elegance is completed with a stone-coloured Colorplan cover, foiled with Morris's logo in bronze, and thread-bound for added sophistication.

As for the typeface, American Typewriter was chosen thanks to an antique scrapbook, found by Morris, compiled by a shoe fetishist of yore and featuring, alongside image clippings, reams of hand-typed excerpts from literature wherever footwear is mentioned. Perfect.