

British Footwear Label Goodwin Smith Present New Goldgenie Customised “On the Rocks” Shoe Collection

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A new collaboration between British heritage footwear label Goodwin Smith and luxury customization brand Goldgenie has resulted in the “On The Rocks” Shoe Collection.

Goodwin Smith, who have been masters in the art of shoemaking since 1928, approached Goldgenie to have three of their bestselling pairs of shoes embellished with Swarovski crystals by their London craftsmen. Goldgenie, who are best known for their luxury customised smartphones in Gold, Platinum, Rose Gold and Swarovski crystals, were excited to dip their toes into the British fashion waters. The stunning outcome is a mix between tradition, rock n roll and fairytale magic. Never before have a pair of shoes said “I’m in the band” and “I’m your Prince Charming” at the same time and these shoes can certainly say it all.

The collection includes a dazzling choice of the *Newchurch*, a classic black British brogue, the *Whittaker*, a timeless Derby brogue in navy suede and the *Hargreaves* double strap Chelsea Boot. Each beautifully crafted style has undergone Goldgenie’s expert embellishment. On the brogues, each crystal has been meticulously secured within the punch holes of the high quality leather vamp to forge a brilliant masterpiece! While

the navy crystals follow the stitch lines on the black Chelsea Boots, resulting in a subtle combination of this season's hottest inky palette. This fusion of British heritage and a sparkling modern aesthetic are perfect for the man who likes to make a statement on center stage as much as the man who likes to emit a subtle sparkle from the sidelines.

Tim Smith, Managing Director of Goodwin Smith stated "These have turned out great. We decided to look at having our best sellers "blinged up" after receiving numerous requests from overseas customers." The shoes take three weeks to construct from order and come with a one-year guarantee.

Great on the dance floor, these shoes would put Cinderella's glass slippers to shame in a dance off and they are sure to carry their wearer through more than a magical tale or two. Whether these tales are ever told is another story.

For more information on the collection, please visit Goodwin Smith's [website](#).

or contact enquiries@goodwinsmith.co.uk

For more information on Goldgenie, please click [here](#).
or contact press@goldgenie.com