



Allen Edmonds

SPECIAL EDITION

PARSONS THE NEW SCHOOL FOR DESIGN



TWO AMERICAN ICONS. ONE GREAT NEW SHOE.

Last year's partnership with Parsons The New School for Design was so successful that we again challenged students from the nation's top design school to reinterpret the classic American men's dress shoe. The results were simply amazing.

*« This year's winner:
Bleecker Street in Chili
by Hannah Smith*



More than just student contest, this program is a collaboration that allows a new generation of designers to get a first-hand look at Allen Edmonds' legendary 212-step American manufacturing process.

This year designs were narrowed down to four Parsons finalists who traveled to Allen Edmonds headquarters in Port Washington, WI to personally experience the manufacturing process and work with our design team. Together, they learned how to transform their designs into 3D CAD sketches and ultimately prototypes ready for production.

The finalists then presented their shoes to an expert panel of judges including the Dean of the School of Fashion at Parsons Simon Collins, journalist John Ortved, Allen Edmonds President and CEO Paul Grangaard, and designers Maxwell Osborne and Dao-Yi Chow.

The judges selected The Bleecker Street by Hannah Smith as this year's winner. Hannah is from Seattle and is expected to graduate in 2014 with BFA in fashion design. She developed a sleek cap toe chukka boot that is the perfect combination of Allen Edmonds' timeless style and innovative design.

Allen Edmonds is proud to partner with Parsons to help develop the next generation of men's shoe designers.



Allen Edmonds

AN AMERICAN ORIGINAL

©2014 Allen Edmonds Corporation
201 East Seven Hills Road
Port Washington, WI 53074 USA