MADDEN NYC



SS 2022

Covid Influence



- The “One Mile Wear”
- Hybrid Silhouettes
- Multi-Purpose Footwear
- Focus on Comfort
- Easy on Patterns



- Increase Categories:
  - Athletic
  - Slippers





- Decrease Categories:
  - Flats/Casuals
  - Work Dress


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hardware


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MADDEN NYC



key trends

soft n supple
modern naturals
monochrome
extravaganza

you are

FASHION MAGAZINES gi
opportunity to imagine a life mo
orous than our own. But the
that the fantasy on offer has be
monolithic: usually white,
and nearly always straight. Ov
two decades, artist Mickalen
has set out to break those patt

From an art-historical per
Thomas, who began her caree
tography in the early aughts, s
people who have traditiona
relegated to the margins. Anc
her latest work, she's inviting
jects—people of color, often q
experience new possibilities
sentation. "I think it's importa
to see ourselves continually,"
me over Skype from her studio
western Connecticut, becaus
you see yourself, that gives y
of power, of ownership and
Reflecting on the fact th
people like herself were
by in the mainstream
was growing up, she
this mirror[ed] in so
so important, that young girls have this d d asp
t is possible and what they can become."
hough Thomas has been celebrated in th world for
ade, her profile within pop culture wa after a col
Solange Knowles on the art for he EP *True*. S

THE I-O-EI

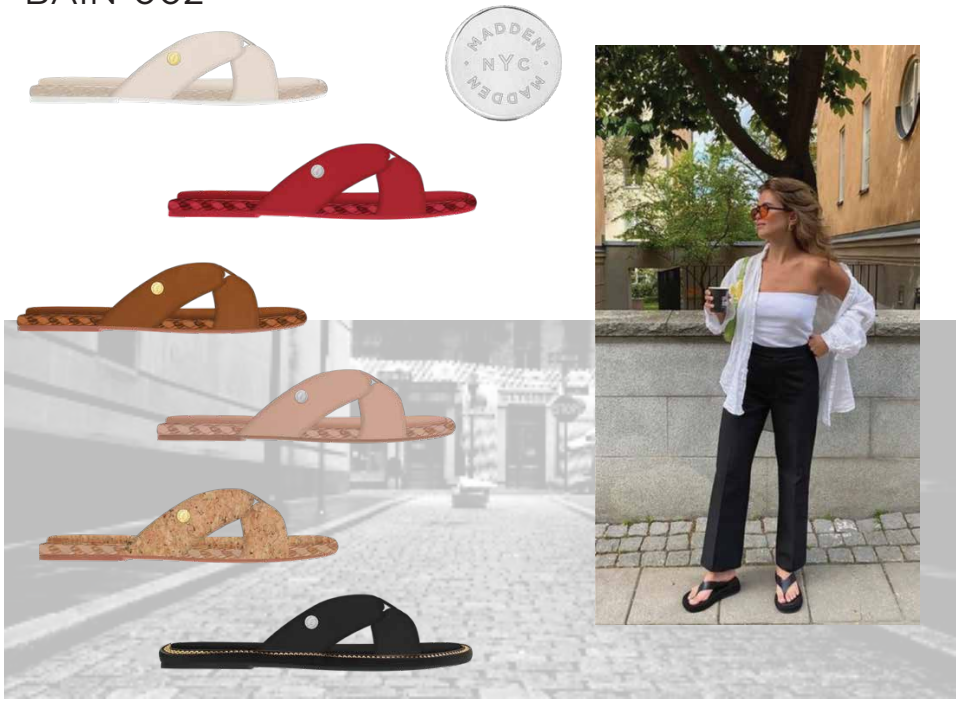

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BAIN-001

BAIN-002







LIMELIGHT-001





QUAKE-029


DUALING-009


JEWELEE-005


MARRAH-003


STANTON-002



KIMMIE-047



TILLIE HIGH-001



CIELO-001



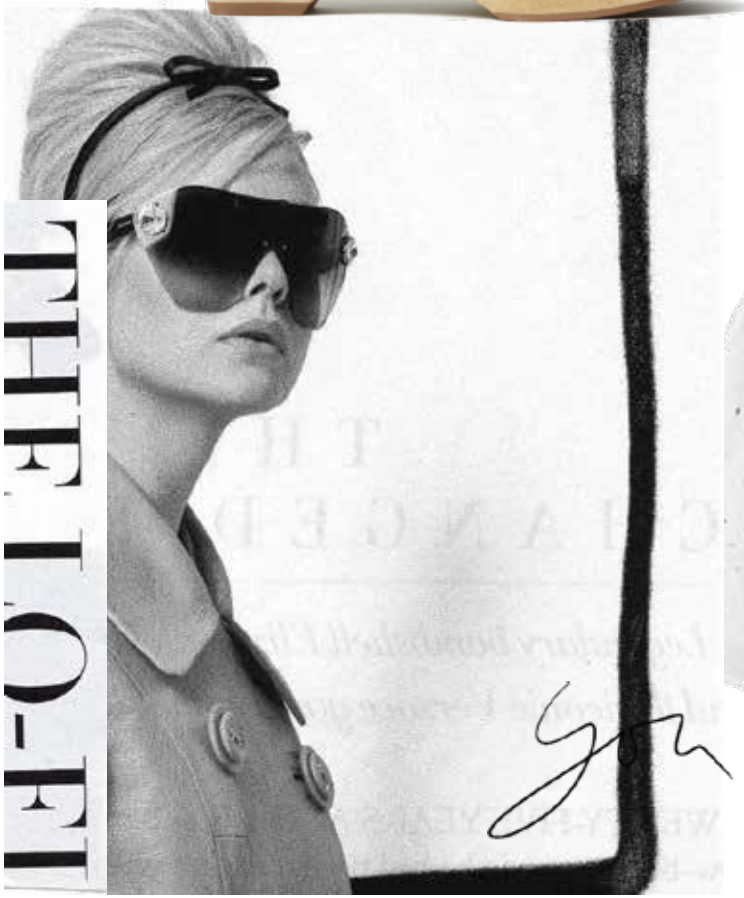
GLENN-081

modern naturals











you are a star





ACHILEES-W-041





MEADOW-005





PAPAYA-014





SMBREE-WOOD-001





CHIME-006









SMBREE-012









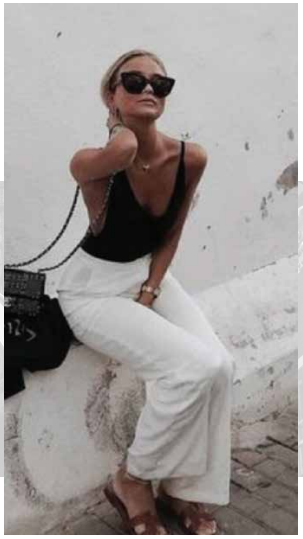


MEMENTO CURVE-001









MEMENTO CURVE-002









TETRIS-003



TETRIS-003









ILLIETHIN-SQUARE-002





ILLIE-026


WESTPORT-008


QUAKE-001


PAPAYA-013


NOMAD-001


monochrome


Branded Aglets
Removable Pouch
STORMI-005


Tonal
STORMI-005


HAYLEE-001


STEREO-001


STEREO-002


STEREO-003


STANTON-001


STANTON-001


Mommy and Me
GENNA-002


Tonal
SMCASSIE-001


MAVERICK-SANDAL-001


Rhinestone Tag
MAVERICK-005


MADDEN NYC
SMEMMI-006

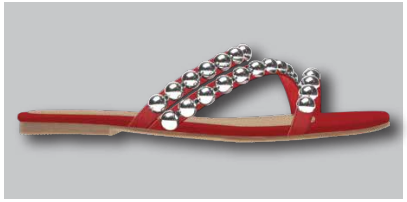

GLYCERINE-001


JAYLEE-001


GLADYS-009


extravaganza
STEVE MADDEN









ACHILEES-W-043



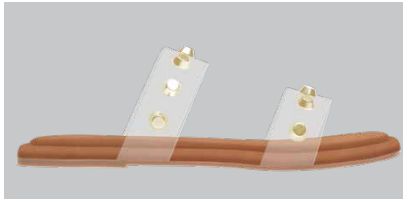




BAIN-004







BAIN-004

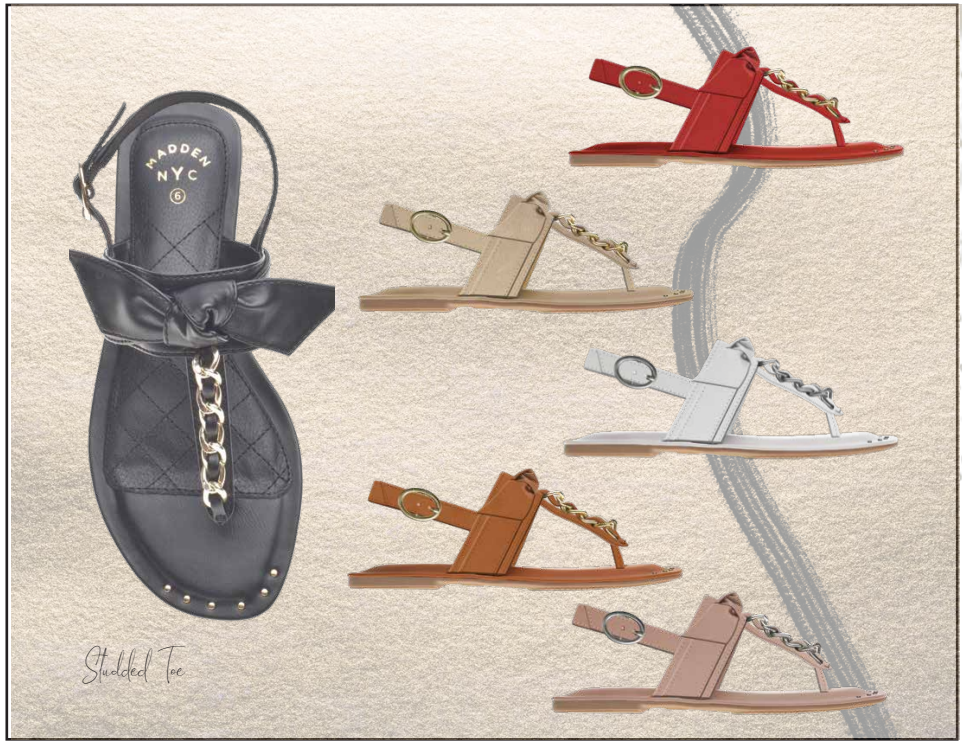








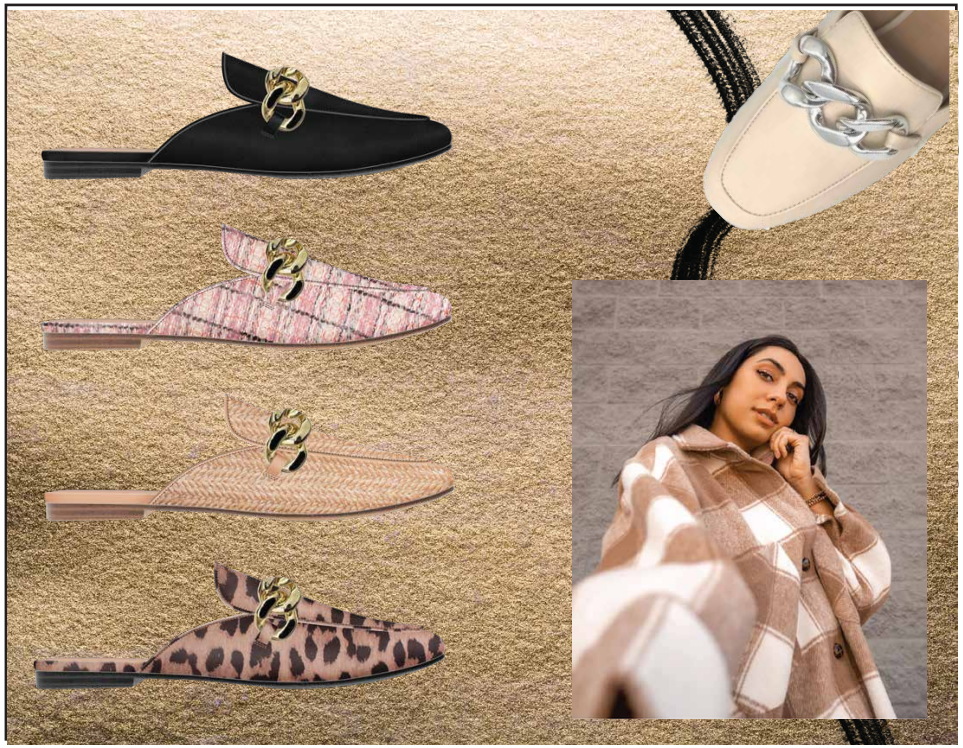
VEGA-016


MADDEN NYC
Studded Toe


JEWELEE-003


MADDEN NYC
Square Toe
NOMAD-004


NOMAD-003




Tonal Enamel Chains
ILLIE-025


ILLIE-027
SMCASSIE-001


STORMI-004


Rhinestone Buckle
JEWELEE-001


MADERA-004
STEVE MADDEN
STEVE MADDEN


MADDEN NYC
QUAKE-027


NOMAD-002