

FASHION

Meggan Morimoto – Spring/Summer '24



MEGGAN MORIMOTO
Spring/Summer '24

In a world where fashion often prioritises style over comfort, Australian designer [Meggan Morimoto](#) is challenging the status quo with her ethically and sustainably crafted bridal footwear.

Her brand, [Meggan Morimoto](#), combines the elegance of Italian craftsmanship with a commitment to slow, sustainable fashion. With the release of the SS24 Collection, Morimoto continues to redefine luxury bridal shoes, offering brides the perfect blend of style and comfort.

[Meggan Morimoto's](#) journey in the world of designer footwear began with a simple mission: to create high heels that were not only visually striking but also wearable in design. She wanted to challenge the traditional perception of high heels by adding comfort to the equation. To achieve this, she embarked on a journey that led her from Melbourne to Tuscany, Italy.




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In Italy, Morimoto used her natural tenacity and negotiation skills to gain access to the world of designer footwear. Under the guidance of former Roger Vivier Creative Director Mark Schwartz, she established connections with esteemed suppliers and factories in Tuscany. These artisans, with generations of experience working for renowned brands like Manolo Blahnik, Gucci, and Vivienne Westwood, helped bring her vision to life.





At the heart of Morimoto's designs is the Japanese aesthetic philosophy known as Wabi Sabi. "Wabi" signifies simplicity, freshness, and understated elegance, while "Sabi" represents the beauty of imperfection. Morimoto's designs embrace this philosophy, creating footwear that balances blunt lines with feminine curves to achieve asymmetry. The use of multiple fabrics and leathers adds texture and imbalance to her creations, resulting in a unique and visually captivating aesthetic.

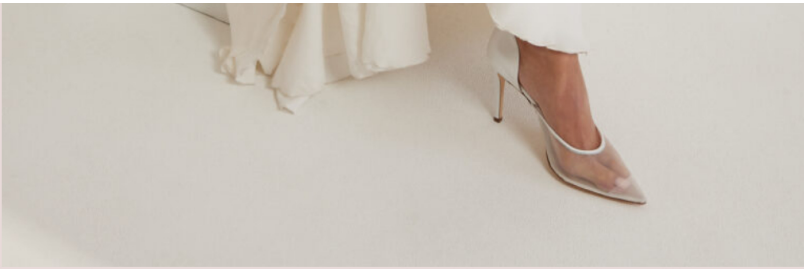




The SS24 Collection marks an extension of Meggan Morimoto's ready-to-wear collection, Bridal & Beyond. This collection reflects Morimoto's commitment to slow and sustainable fashion practices. Each shoe in the collection is produced in limited quantities, reducing waste and ensuring premium quality. The use of ethically sourced materials and detachable embellishments allows brides to customise their look.

Whether you want to make a statement on your wedding day or continue wearing your bridal shoes for years to come, these shoes are designed for both.





The SS24 Collection introduces exciting additions to Morimoto's core range. Together Journals personal favourite is the Bianca, a sleek pointed-toe bridal pump available in timeless pearlised white nappa leather and two exquisite mesh alternatives – beige and white. The collection also includes 13 handcrafted, detachable embellishments, including pearl embellishments, metallic leather obi bows, organza blossoms, tulle bows, pearl anklets, and silk ankle wraps allow brides to customise their look.





Premium Italian nappa leathers and fabrics keep brides' feet blister-free, and a nappa lining minimizes friction while allowing the foot to breathe. Custom-designed hidden comfort insoles, made from podiatric memory foam PORON, provide cushioning that molds to the foot and retains density with each wear.

With a touch of Wabi Sabi philosophy, these bridal shoes embrace imperfection, making each pair as unique as the bride herself.

For more, visit the Meggan Morimoto website [HERE](#) or Instagram [HERE](#)

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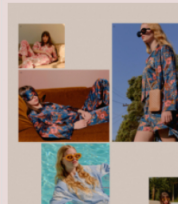
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