

ALTERRE

media kit

(we heard you had some questions)



+



=



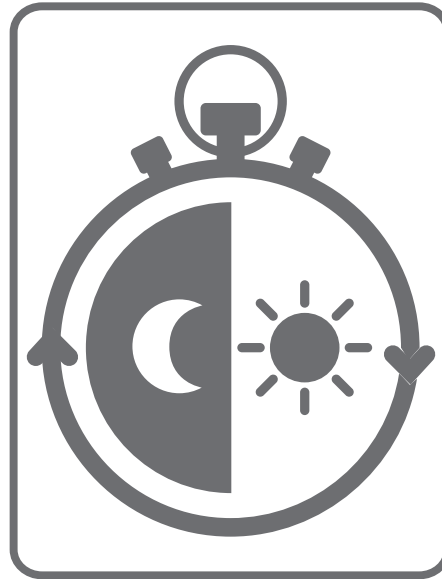
Our Shoes are the Cat's Meow

why, you ask?



They are easy on your feet.

We designed our shoes with comfort in mind. Our padded insoles, cushioned sock liners, and soft leather uppers make sure your feet stay happy.



You can change your look from day to night.

Be it from the office to dinner with friends or maybe even a hot date, we know that the modern woman needs versatility in her wardrobe.



They are perfect for traveling light.

No more extra shoe bags or cramming your suitcase shut. Our modular design allows you to carry multiple options while maximising space.

How it Works

change your look in a snap (literally)



Using our **patent pending** rivet mechanism, snap hole onto the stud. Push down to lock and pull up to unlock

Slip the look over the back of the heel to attach.



The curve at the bottom of the look should always point to the front of the lift.

Match the correct looks to lifts using the lettered stud:

R = right shoe
L = left shoe

Some Other Cool Facts...

(the details)

Our Woman:

She is 25 - 45, lives a busy lifestyle, loves to travel, cares about comfort, and has a classic but modern style.

Price Point:

\$45 - \$80 for individual looks (straps)

\$130 - \$195 for individual lifts (base shoes)

\$175 - \$275 for one pair of shoes (1 look + 1 lift)

She also Wears:

Rachel Antonoff, Tess Giberson,
Lindsey Thornburg, Theory

Combinations:

Create over 200 unique combinations between 6 looks (straps) with 3 - 7 colorways each and 3 lifts (base shoes) in 2 - 3 colorways each.

How the Shoes are Made:

We design and prototype our shoes in-house in New York City, and have them produced with fair labor in Sapiranga, Brazil. We have personally visited the factory and worked with them closely to ensure the best quality product as well as healthy working conditions.

How we Give Back:

We donate 5% of the profits to Restore NYC, a rehabilitation center for sex trafficked women. Alterre is inspired by strong women and we would like to honor these role models of endurance and survival.

Distribution Targets:

Initial Seasons- E-Commerce, National Trunk Shows and Pop-Ups, NY Boutiques

Second Phase- Nordstrom, Bloomingdales, National Boutiques

Resort/Winter 2016: The Lifts



Black Suede



Mist Grey



Blush



Mist Grey



Blush



Black Suede



Mist Grey



Malbec Metallic Lilac

Our Resort/Winter 2016 collection looks back to the glittering nightlife of the 1970's.
Muted classic lifts with hints of glamorous glitter, rich metallics and luscious pony hair.
Who said disco was dead?

What's Your Alterre Ego?

The Jackie



Cream



Blush



Sunshine



Malbec



Lilac



Mist Grey



Nude



Caribbean Blue

All 8 colorways are interchangeable between the platform, mule, and sandal. All combinations are not shown.

Our classic Jackies are inspired by Jackie Kennedy Onassis, a style icon and one classy woman. From dealing with the stresses at the White House to keeping her family together through tragedy, she handled everything with poise. Jackie is the one you want to stand by your side.

What's Your Alterre Ego?

The Marilyn



Black Suede



Sunshine



Metallic Lilac



Evening Sky

All 4 colorways are interchangeable between the platform, mule, and sandal. All combinations are not shown.

Our Marilyn's are inspired by the blonde bombshell Marilyn Monroe. She may have played dumb, but we admire this woman for the way she transformed herself from her humble beginnings. Her provocative and bubbly performances won hearts across the country and made others watch out for their men!

What's Your Alterre Ego?

The Billie



Malbec



Evening Sky

All 2 colorways are interchangeable between the platform, mule, and sandal. All combinations are not shown.

You can hear the jazz jumping with our vintage Billies. Inspired by the incomparable Billie Holiday, an amazing woman who survived a lifetime of hardship to become one of early jazz's leading ladies.

What's Your Alterre Ego?

The Elsie



Pixel Glitter



Black Suede



Caribbean Blue



Mist Grey

All 4 colorways are interchangeable between the platform, mule, and sandal. All combinations are not shown.

The ever so elegant Elsies are inspired by our favorite socialite, Elsie de Wolfe. A career pioneer in a time when wealthy women felt they were too delicate to work, this actress and interior designer married for convenience and entertained high society in both New York and Paris. Tres Moderne!

What's Your Alterre Ego?

The Tilda



Black Suede



Malbec



Cream

All 3 colorways are interchangeable between the platform, mule, and sandal All combinations are not shown.

Our oxford-like Tildas are inspired by the one and only Tilda Swinton. A truly modern woman, she is unshackled by gender roles, and plays the best of both.

What's Your Alterre Ego?

The Bianca



Cream



Ponyhair



Pixel Glitter

All 3 colorways are interchangeable between the platform, mule, and sandal. All combinations are not shown.

This fashion forward piece is inspired by Bianca Jagger. Get your Studio 54 look to have a fun and stylish evening out with your girls.

Need Something Else?

Contact Us

For Hi-Res Photos and Press Releases:

Shoot an email to-

carrie@carrieleberpr.com

For Interviews:

Call or email to set up an appointment. We are happy to do private viewings for press at our studio.

+1 212 226 1843 *M-F 11am-7pm*
shilpa@youngdesignerscollective.com

For Press Events:

Send us your name, email, and publication and we will add you to our press invite list.

rsvp@alterreny.com