

Gull



SS17

Sarah Watkinson-Yull started Yull in 2011 whilst at university in London. Yull received funding from the Prince's Trust to set up manufacturing for high heels in the UK and is one of the only independent shoe brands manufacturing high heels in Britain.

When industry experts told us that it wasn't possible to make high heels in the UK, we never gave up and are proud of our efforts to have made it happen and to change people's mentalities.

Now almost five years on, the brand is stocked in boutiques around the globe and we have opened up a studio in Battersea, London.





For SS17, Yull takes its inspiration from the tropics, a hot trend from the season it seems. As seen in the designs by Stella McCartney and the Givenchy collections. Bringing the Cuban tropics to the British country and city, making this collection perfect for holidays or leisure.

New for this season are our Margate, Westbourne, Harrogate and Tenby styles. A Yull first, our Tenby style takes the form of a sandal perfect for day and night.

Several classic Yull styles continue to be offered, including Brighton, Beaulieu and the sell-out Scarborough. Updated in the tropical stand out colours. They represent the fun feel with elegance and quality that has become synonymous with the Yull brand.

Beaulieu



Coral



Royal blue



Print

Home to the famous motor museum, Beaulieu is one of the most beautiful places in the UK. This shoe is inspired by the New Forest where ponies roam free.



Westbourne



White



Fuschia



Lemon

Named after Westbourne Grove in West London where colour meets chic - just like these heels. All we need is a bit of sand and a cocktail.







Pimlico



Baby blue



Print



Coral

These shoes are made for walking. The perfect day time shoes, smart enough for work, subtle styling but vibrant colours.

Harrogate



Tropical sky



Tropical punch

Named after the beautiful Harrogate - one of England's most famous northern towns. Known as one of the happiest places to live in the UK.





Scarborough



Margarita



Punch

Named after the beautiful seaside resort of Scarborough in Yorkshire. These shoes embrace the colourful seaside traditions in English riviera.

Yull Studio
Bridges Court Road
London
SW11 3GX
+44 (0) 2035796718
enquiries@yull.co.uk
www.yull.co.uk

Photographer: Emma-Jane Lewis. Model: Trang Nguyen

