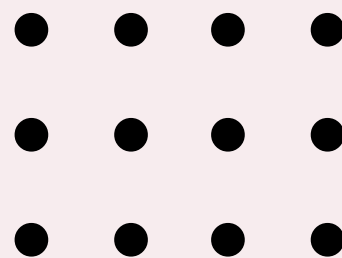


Gull

STYLE OVER FASHION
MADE IN LONDON





THINGS TO DO IN LONDON

Mayfair

Drinks- Visit Mr Fogg's Tavern and Gin Parlour for an 'Around the World' experience in just 1 cocktail! We recommend the 'Topsy Tea'. Head over to Mahiki for tropical paradise, Tiki decor and elaborate cocktails. Polynesian Paradise in Central London!

Eats- Cecconi's, located just behind the Royal Academy shows London at its most cosmopolitan. Head over to Corrigan's for a Truly British and near-perfect experience.

Things to See- Visit the private members clubs dotted around Mayfair such as the RAC and the Lansdowne. Take a walk around Bond Street and Piccadilly. Be sure to visit Fortnum and Mason's and Dover Street Market and why not finish the day with some tastings at Pall Mall Fine Wine.



Westminster

Drinks- A stroll across the river brings you to Tamesis Dock, a converted Dutch barge moored on the Thames- now used as a bar with live music!

Eats- Have dinner at The Cinnamon Club- a modern, fine dining Indian restaurant. Set in a grandeur building, (a grade II listed former library). For a traditional local pub we recommend The Red Lion and St Stephen's Tavern.

Things to See- We recommend a stroll down Strutton Ground, London's most central market street. Of course visit the Houses of Parliament, Westminster Abbey and the Churchill War Rooms too!

Borough

Drinks- Take a trip up the Shard, avoid paying for the viewing platform by opting for a drink at either Aqua, Hutong or Oblix.

Eats- Borough Market is top of the list! Absolute Foodie heaven. It is also home to Bridget Jones's flat! Things to try: Coconut pancakes, wild board hot dogs and ostrich burgers.

Things to See- The viewing platform at the Tate Modern is a must- amazing views of London's skyline & free entrance! Stroll along the river to the Shakespeare's Globe. Walk, eat and explore the Borough area for wonderful surprises on every corner.

A LITTLE ABOUT US....

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.

A special thank you to all of our customers who have taken the plunge for paying a bit more for shoes that are truly British. We hope to do our part to bring skills back to the country and help balance the trade deficit by continuing to promote manufacturing in the UK.

We now offer a full range of designer heels, boots and court shoes, available to order online or from one of our stockists.



Funding from the Prince's Trust to set up manufacturing in the UK



Won a grant from the European Development Fund



Won Lloyd's Enterprise Award



Opened up a studio in London



Yull founded by Sarah Watkinson-Yull whilst at University in London

First pairs of 'Made in England' shoes sold on the market

Started exporting to US and Asia

Increase in UK production due to MAS Grant

Invested further in UK manufacturing. Nominated for National Business Award



HOW A YULL SHOE GETS FROM US TO YOU!

THE PROCESS

WHY LONDON?

It is important to our brand identity to manufacture locally and to help revitalise the industry. We source our Leather and Wool from Northampton and Yorkshire and we have set up our manufacturing in East London to provide you with a product that is truly British.

01

The process of creating a Yull Shoe starts at sourcing the best quality leather from our local wholesalers in London and Northampton. All of the skins used in our shoes are a by-product of the meat industry.

02

Once we get the leather into our factory in East London we begin the process by cutting it by knives and hand-cutting. The leather pieces are then stitched together to form the upper.

03

Lasting is the most time-consuming part of the process as every shoe is hand-lasted. The stitched upper is pulled over the three-dimensional last, and then is formed and fitted by hand as well.

04

Next, the heel of the shoe is attached to the outsole. Our soles and heels are manufactured in Spain and assembled in our East London factory. Once the two pieces have been connected, the finished outsole is glued to the finished upper and the heel is machined in. Mens shoes go through the Goodyear Welting Process.

05

Lastly the padded sock is inserted and the shoe is ready!

06

The finished shoes are delivered to our London Studio where we pack every pair individually and with love and care to ensure every package sent out is as pretty as the shoes inside!



AUTUMN / WINTER 17



The Yull Autumn/Winter 17 Collection takes inspiration from two key trends of the season- the 'Sweetened' trend and the 'Futuristic' trend.

With the Sweetened trend, pastels are making a comeback into winter. We have integrated baby blue and pink into our collection. This can be found on the heel of our Westminster shoe and in our Harris Tweed that we have incorporated into heels and boots. Our use of mixing various fabrics with

leather has carried over into this season and has become iconic with Yull and its British feel.

The futuristic trend inspires the metallic colour palette in the collection as well as geometric shape of heels.

SWEETENED PASTELS VS FUTURISTIC METALLICS

The gold metallic Brighton brogues and Buckingham high-heel sandals are the statement pieces corresponding with this trend.

Inspiration has been taken from astrology, high technology, and an 'into the night sky' feel. An already favourite for this season is the Westminster shoe- a quirky evolution of the classically British Mary Jane Shoe. Heels have pops of baby blue and gold and come 9cm and 3cm.





YORK

Our first ever knee-high boot! Beautifully crafted in suede, the perfect attire to explore the beautiful walled city of York, perhaps whilst staying at the Grand hotel. This boot was inspired by one of England's finest and most historic cities.



Uppers: Leather | Sole: Rubber | Height: 3cms

BUCKINGHAM

This party shoe is inspired by the red carpet and named after the location of Pinewood studios - home to the 007 stage and underwater stage. Feel like a Bond girl in these stunning heels!



Uppers: Suede | Sole: Resin | Height: 9cms



YULL A/W 17





BURLINGTON

Named after Burlington arcade in Mayfair, just off Saville Row. Opened in 1819 and mainly home to smart uniform shops. The Burlington shoe is our take on a classic smoking slipper which would have been sold in 1819.



Uppers: Velvet | Sole: Resin | Height: 1.5cms

WESTMINSTER

We love the splash of colour on the heel of this shoe. Black everyday can be boring but even if you have to wear black everyday we think you can get away with a bit of colour on your heels! Named and inspired by Westminster where you used to have to wear black but not anymore!



Uppers: Leather | Sole: Resin | Height: 8cms or 3cms

YULL A/W 17





BOROUGH

As well as being home to the wonderful Borough market, Borough boasts a mix of traditional London warehouses and many modern buildings such as the Shard. Named and inspired by the area, these heels are perfect for walking on the old cobbled streets due to their lower and chunkier heel, but still perfect for wearing out for a cocktail or two.



Uppers: Leather | Sole: Resin | Height: 7cms

BEAULIEU

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 outside the charming Daisybank B&B.



Uppers: Leather | Sole: Resin | Height: 9cms



YULL A/W 17



YULL A/W 17



CHESTER

These heeled boots are inspired by the beautiful walled city of Cheshire. Mixing British tweed with a classic and elegant wearable shape, the Chester boots are perfect for any winter outfit.



Uppers: Leather & Fabric | Sole: Rubber | Height: 8cms

CHELSEA / FULHAM

Yull's new take on the Chelsea boot. Perfect for a trip down King's Road or whilst popping out to the grocers. Formal yet casual. Handmade from the finest calf's leather this is a must have this winter.

Comes in 2 styles:


Chelsea, and the wider fit Fulham.



Uppers: Leather | Sole: Rubber | Height: 3cms



YULL A/W 17



Iconic element of the 1960s style in Britain, particularly the MOD scene.

The design is credited to Queen Victoria's shoemaker J. Sparkes-Hall. "She [Queen Victoria] walks in them daily and thus gives the strongest proof on the value she attaches to the invention."

We have a classic Brogue style of the boot called the Chelsea, and a fresh new take called the Fulham.

The Chelsea Boot

In the 50s and 60s, Chelsea boots became popular in the UK- and their association with the King's Road (a street in Chelsea and Fulham in London) set of Swinging London- worn by everyone from the Rolling Stones to Jean Shrimpton- explains how the name "Chelsea" became attached to the boot.



CUMBRIA

Yull's first ever long boots! Completed with a slash of tweed to add a British touch. Made with elastic backs and calf leather, these beauties are fit for every Cinderella. Named and inspired by Cumbria, they're perfect for a walk in the country.



Uppers: Leather & Fabric | Sole: Rubber | Height: 3cms

BRIGHTON

Inspired by the traditional English brogue but with a funky Brighton twist. These shoes are handmade in calf's leather and are ready to take you walking!



Uppers: Suede, Leather & Fabric
Sole: Resin | Height: 1.5cms



YULL A/W 17

Aside from their typical form of leather flats, brogues can now also be boots, high-heeled shoes for women, and even sneakers!

Brogues are considered very chic and a very English style of footwear- they have been around for over a century! They feed into the continuing trend for heritage looks and are a great way to add a classic British twist to a modern look.

Brogues are now one of the most fashionable, versatile and timeless shoes, constantly being reinvented in new ways.

About the Brogue

Brogues are traditionally characterised by multiple-piece leather uppers with decorative perforations on the ridges of the material. Roots of this iconic shoe can be traced back to an early 19th century traditional, elemental shoe from Ireland and Scotland.



BATTERSEA

Named and inspired by Yull's hometown, Battersea, these shoes are our quirky take on a classic Yull shape. Suited to all occasions, our Battersea heels will take you from the park by day to Bunga Bunga by night.



Uppers: Leather & Fabric | Sole: Rubber | Height: 8cms

GREEN PARK

Green Park is a sophisticated kitten-heel silhouette, inspired by the synonymous area of London. In striking tartan, black velvet and tweed, these new styles are classic investment pieces that transcend through the seasons.



Uppers: Suede, Velvet & Fabric
Sole: Resin | Height: 4cms



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GLOUCESTER

These are the perfect boots for walking in winter. Perfect heel height and thick sole. Tred across the Cotswolds in these and even wear to the races!



Uppers: Suede | Sole: Rubber | Height: 5cms

CAMBRIDGE

Named after the Duchess of Cambridge. These shoes are perfect for the times when you just can't wear heels. The perfect flat shoes with their slight heel, smart enough to wear on special occasions but comfy enough to wear every day to the office!



Uppers: Leather | Sole: Rubber | Height: 2cms



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MAYFAIR MAYFAIR PLATFORM

Inspired by London's most attractive village, these shoes are the perfect attire for all that Mayfair has to offer. Whether it be a meeting, breakfast, lunch or dinner. Power woman meets sophistication.



Uppers: Leather | Sole: Leather
Height: 10cms or 13cms

KENSINGTON

Our first ever T-Bar shoe, the vintage-inspired Kensington is both practical and beautiful. Named after the glamorous area in central London, these heels are fit for a Princess. You'll never want to take them off!



Uppers: Leather | Sole: Leather | Height: 10cms



YULL A/W 17

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