



## 'Buckle up' - It's Shoe time for Cheltenham Fashion Week!

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The shoe is back! Following its star performance last year in the run up to Cheltenham Fashion Week, the iconic shoe returns this year as a stunning new creation and is ready to make its debut as it tours the Cotswolds at many landmarks across the county.

This year the Cinderella shoe, which is an impressive 8ft high, 9ft long and 4ft wide, has been created by local artist and wedding photographer Jane Baker who has given it a vintage 1940's and fairytale inspired makeover.

Jane Baker said: "There are classic Cinderella connotations often made with a single female shoe but instead of the usual depictions of weakness and fragility and because of the sheer scale of the sculpture, we are confronted with a bold empowering statement. The fairytale theme is echoed again with the impossible tasks often given to female characters in the narrative.

The art work is constructed from odd buttons, broken brooches, recycled beads and unwanted pieces of jewellery into an object of awe and beauty. By creating The Vintage Shoe from recycled materials it makes us think about how we live in a throwaway society and how we can reuse objects in an interesting and unique way."

The Cinderella shoe will be making a well heeled visit to many of the counties landmarks during November, promoting Cheltenham Fashion Week, which returns again this year, from the 28th Novmeber - 7th December.

The team are welcoming invitations for the shoe to visit new venues this year. If you would like the shoe to visit your venue then please contact [charlotte@cheltenhamfashionweek.com](mailto:charlotte@cheltenhamfashionweek.com).

### Notes to editors

- Sam Bawden is available for interview and comment
- Please visit our press page for logo and image downloads, FAQs and past news releases at [www.cheltenhamfashionweek.co.uk/press](http://www.cheltenhamfashionweek.co.uk/press)
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