

Wintour & Guinness.

**WINTOUR&GUINNESS ON 124 SHOES ARTISAN FOOTWEAR
STEPPING INTO THE EMPORIUM MELBOURNE**



I was delighted to receive an invite to the opening of the new 124 store at Emporium Melbourne a few weeks back and had been looking forward to a night of Italian beverages, lusting over shoes and meeting the team behind the store - especially as I loved their other store just off Little Collins Street. That was until a work commitment had me in the office until late that evening. And although I didn't get the chance to see the new store, I wanted to give you guys a taste of what you can expect when you finally get to check it out.



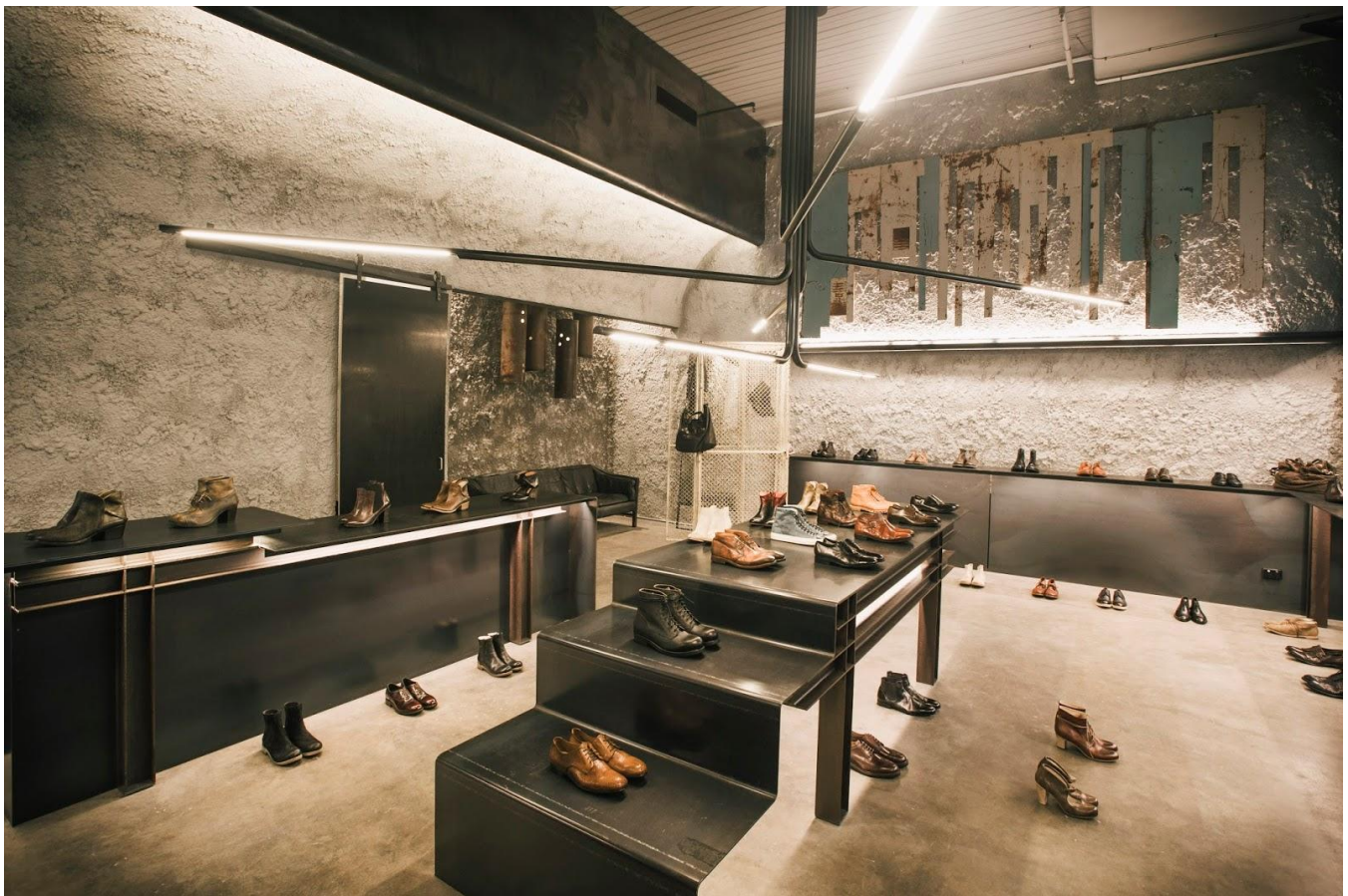
124 brings artisan footwear, handmade in premium grade leathers from some of Italy's best craftsmen to Australia. Anthony Barbieri and Neville Colaianni, the team behind 124 Shoes, what with over 35 years of experience between them have curated a great collection of exclusive, contemporary style footwear for both men and woman. Identifying a gap in the market, Barbieri and Colaianni started 124 with the aim of providing a brand that fits between the luxury and the mass market.



Central to 124's philosophy is its offering of timeless, non-seasonal footwear. Each style of shoe is only produced in a limited number, so throughout each season there are continuous drops of various brands arriving every six to eight weeks.



Many of the brands carried by 124, such as Shoto, Buttero and Lago, are family-run boutique manufacturers who have generations of experience and share 124's passion for traditional construction techniques combined with contemporary design. The duo even travel to Italy three to four times a year for product development and buying trips, and to cultivate relationships with the manufacturers themselves.



The duo's commitment to premium products has seen 124 build a strong following of admirers across Australia and whilst they only stocked three brands at the beginning, they now stock more than ten diverse artisan brands exclusive to 124. I'll be hitting the store soon and I would highly recommend you do the same.

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