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Clarks Taps 14 Artists for 65th Anniversary of Desert Boot

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British shoe brand **Clarks** is celebrating the 65th anniversary of its iconic Desert Boot with an artist initiative: It has invited 14 UK-based artists and designers to create a one-off art piece re-interpreting the boot, as well as to design limited-edition kicks to be sold at retail from Spring 2015.

Titled ‘Clarks: Rebooted’, the collaboration taps the design talents of: Adam Ball, Adam Dant, Alexandra Llewellyn, Amy Stephens, Bob and Roberta Smith, Frank Bowling, Gordon Cheung, Kacper Hamilton, Lee Broom, Marc Quinn, Rene Gonzalez, Richard Caldicott, Thomas J. Price, and TOOGOOD. The results of the initiative will form a touring exhibition curated by Filippo Tattoni-Marcozzi, who said in a statement: “It was extremely interesting to see how each artist and designer... [applied] their own language and artistic practices in order to contribute a truly amazing limited edition design and stunning work of art, reflecting the diversity and enormous creativity that still defines London.”

The exhibition will launch at **Design Shanghai** (March 2015), then on to **Salone del Mobile** in Milan (April 2015), **Frieze New York** (May 2015) and finally to the **London Fashion Week, London Design Festival** and **Frieze London** from September to October. The sale of the one-off art works and of the limited-edition shoes which will be auctioned off thereafter, and proceeds will go to benefit landmine removal charity The HALO Trust.

Designed by Nathan Clark, the original Desert Boot was inspired by a rough boot from Cairo’s Old Bazaar. It quickly became the footwear of choice for off-duty army officers, before becoming a British style icon after a star turn in *Quadrophenia*, a 1979 film about 1960s Mod. Since the hardy Desert Boot continues to be worn in challenging environments around the world, Clarks found the HALO Trust, which dedicates itself to ensuring the safety of millions of lives around the world, to be a natural fit as the company’s charity partner for 2015.

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