

Base London Serve Up New Young Fashion Brand 'Fish 'N' Chips'



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Base London, men's footwear brand, has launched a new young men's fashion brand Fish 'N' Chips by Base London for Spring Summer 2010. A range of graphic heavy, printed canvas shoes and boots, inspired by music and modern youth culture, make for a new move into a different sector of the footwear market by Base London.

The Fish 'N' Chips by Base London Summer 2010 collection offers a veritable feast of [footwear](#) courses with geometric, floral and 80s influenced prints all on the menu. Served up as a selection of lace ups, slip ons, and lightweight boots, all on an original rubber sole and displaying a distinct gingham tablecloth printed inner sock. The Fish 'N' Chips collection is available to buy from the Base London online [shoe shop](#).

The Spring Summer 2010 collection launches with a selection of styles, aptly named after the courses found on the menu in the nation's traditional and favourite take away. Cod, a lace up canvas style, with a tough durable rubber sole is complemented neatly by Wrapped, from the Chips range, a casual wing tip canvas shoe displaying intricate brogue detailing and a fresh colour palette.

Highlight pieces from the Fish 'N' Chips collection comes in the form of Peas, revealing a wide and varied colourings as well as 80's inspired graphic prints on a classic college pump style silhouette complete with a leather toe cap and Wallys, a classic lightweight canvas deck shoe, bold in colour and strikingly detailed.

Other styles for Spring Summer 2010 include Scampi, a low profile lace up shoe and from the Sauces range, Ketchup, a versatile trend led lo-boot style.

'Fish 'N' Chips is an bold new venture for Base London' claims Ian Cartwright, Base London's Managing Director, 'Fish 'N' Chips will display all the high quality characteristics that Base London is renowned for; style, innovation and great value for money and allows the brand to enter another sector of the market, building on the brand's success and appealing to an even wider

customer base. The addition of the Fish 'N' Chips sub-branding gives us greater flexibility to demonstrate the playful side of the brand'

About Base London:

Base London was founded in 1995 after a niche was spotted in the market – branded men's formal shoes for the high street. Previously consumers had the choice of own label or exclusive designer names with nothing in between.

The Base London Brand was launched at around the same time as the lads' mags hit the shelves for the first time. These provided the perfect platform to talk directly to the target audience.

Keeping in line with consumer needs, the footwear range was expanded to include more casual styles. Base London rapidly earned an excellent reputation for high quality, affordable designer men's shoes and remains market leader in this arena.

Base London has received public commendation in the form of numerous finalist nominations in the Footwear Brand of the Year category of the FHM/Drapers Footwear Brand Awards. The company has actually gone on to win the award three times - more than any other fashion brand has achieved.

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