

## Brit twist on shoes pops up in Joburg

The celebrity-favoured British footwear company, Butterfly Twists, will open a pop-up store in Morningside Shopping Centre on Sunday 1 July 2012. Launched in London in 2009, by four close friends, the shoes have quickly redefined style, comfort and fashion.



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The hallmark of the British brand is the fact that each design boasts an innovative twist allowing the footwear to be folded and thus easily transported in your handbag or carry-all. Kicking off its debut with a range of ballerina flats which were foldable, the range now come in a range of permutations.

In a nod to the new festival crowd of Kate Moss and her ilk who have added style to the mosh pits of Glastonbury, the new slouchy boots made from soft, plush-micro suede are not only easily foldable but set to become a trans-seasonal wardrobe staple moving from winter to spring and back again.

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