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Contact: The Bromley Group

Caroline Payne – 212-696-1100(x22)
carolinep@bromley-group.com

"SOLE PERSPECTIVE™" PILOT WRAPPED: REALITY SHOE DESIGN COMPETITION WINNER NAMED

New York, NY June 2008... "Sole Perspective™", the first reality TV shoe design contest, has named 23-year-old **Bryan Oknyansky** of Los Angeles the winner of the inaugural launch of "Sole Perspective™". After 6-months of international filming, "Sole Perspective™" shoe design competition wrapped Monday night with a Gala affair during which the final judging and winner announcement took place. Created and produced by Trae Smith, President of Bernardo Footwear L.L.C., and writer/director J. Ryan Johnson, "Sole Perspective™" aims to show the viewer exclusive, behind-the-scenes of the shoe industry; The student designers compete for a tuition scholarship and the chance to have their design included in a Bernardo collection. The pilot takes us from first, rough sketches for the final challenge, onto initial prototypes, and finally to revealing the finished products and crowning a winner.

The six final designers of "Sole Perspective™" were given the challenge of first researching Bernard Rudofsky, who founded Bernardo in 1947. The designers began the design process by using the influence and inspiration they gained from studying Rudofsky to design a collection of three sandals. Using a construction or "base" which was created by Rudofsky in the 1940's, this "base" represents one of Bernardo's most popular sandal constructions and is still presently used in the line.

Working alongside seasoned **Bernardo designers Lynne and Dennis Comeau**, the finalists tweaked and revised their designs over the past 6 months, with cameras capturing all the emotion as real-life limitations associated with modern-day shoemaking come into play. The competition even takes us to the Bernardo factory in exotic Brazil where live, working sandals were produced in full size runs, giving the student designers the rare experience of having their designs come to life. This seldom seen footage offers the viewer an intimate look at not only the ins-and-outs of producing a footwear collection, but also the personal investment each designer makes towards their craft.

Coinciding with The Getty Research Institute's current exhibit "*Lessons from Bernard Rudofsky*", the museum provided a breathtaking backdrop, where the designers presented each of their final, three-sandal collections. A panel of guest judges made up of famed designer **Carlos Falchi**,

Senior Buyer for **Zappos.com** Jeanne Markel, and Senior Fashion Director of **Harper's Bazaar** Joely Price; along with over 100 invited guests tried on working samples, in full size runs, of each sandal design and then voted for their favorite.

As Rudofsky before him, Oknyansky is studying architecture and strongly believes that architecture and design go hand-in-hand. His winning style, a multi-strap, jeweled thong, mirrors the bone structure of the foot, while the soft nappa leather molds to the wearer's body in a nod to Rudofsky's design philosophy of '**freedom of the foot**'. Also intrigued by Rudofsky's belief that design is an experience between nature and artifice, his "**Style Fuse**" sandal complements the form of the foot rather than competes with it. Says Oknyansky "I considered the challenge from every angle, making sure that the footwear I created represented both Rudofsky and me." It was this careful consideration of Rudofsky and his specific views on design that ultimately gave Oknyansky a winning edge. Comments guest judge and well-known designer **Carlos Falchi** "*This is a shoe Bernard would have made.*"

Smith says, "There are no shortages of shoe design contests sponsored by some of the industry's largest footwear companies, but in "reality" these are just one-dimensional *sketch* competitions. I believe this is a testament, not so much to the design aspect of footwear, but rather to **the complexity of actually producing these designs while doing so within the time constraints of a competition.**" Adds Harper's Bazaar fashion director and guest judge Joely Price "I have met so many people from all over the world and attended endless events but I must say [Sole Perspective] was really a thrill for me."

Currently in the post-production editing stages, Smith and Johnson plan to meet with some of the biggest names in television programming, hoping to bring the concept of "Sole Perspective™" to the small screen.

For more information on "Sole Perspective™," please visit www.SolePerspective.com for videos, bios, and design concepts of each designer are posted, as well as periodic updates.

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"Lessons From Bernard Rudofsky" (March 11 – June 8th)
The Getty Research Institute
1200 Getty Center Drive, Los Angeles, CA 90049

*Any and all filming at The Getty will be within contractual compliance with The Getty, and used for archival purposes only. No footage will be released, and or used commercially in any manner.