

# size?

Issue 4 February 2008





# PUMA Roma 68



A well worn history lies behind the Puma Roma, popular throughout the 70s on football terraces throughout England, now making its come back in its original spec from 1968. 1968 marks the year that Italy became Azzurri European Champions, and to celebrate Puma has released the Roma in its original white / team royal colourway, complete with a gold sticker of authenticity on the innersole. An additional set of three take influence from the Italia blue football strip within the lining and sport the classic Italia badge that references Italy's two World Cup victories. This 60's classic comprises a clean leather upper, suede formstrip and Roma 68 lettering. Reissued in original white / team royal, faded brown, faded black, shine blither blue / gold colourways, they feature the Italia badge embroidered to tongue and heel.

This one time only drop is available from April in selected size? stores and online at [www.size-online.co.uk](http://www.size-online.co.uk).

## size?

Hello and welcome to issue four of the size? newspaper, bringing you the freshest in footwear from the giants of the sneaker scene. This issue features the Carnaby St. store, a Converse poster, a sneaker-peak at what's coming soon, great shoes from the likes of Nike, Puma and Adidas and some fresh brands new to size?

[www.size-online.co.uk](http://www.size-online.co.uk)

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birmingham 0121 432 4633  
brighton 02923 728 113  
cardiff 02920 342 793  
dublin 00353 1677 1637  
glasgow 0141 248 8391  
leeds 01132 450 452  
liverpool 0151 707 9263  
london carnaby st. 0207 287 4016  
london covent garden 0207 379 9768  
london portobello rd. 0207 792 8494  
manchester market st. 0161 839 8086  
nottingham 01159 412 882  
sheffield 01142 762 327  
middlesbrough opening soon!



size? is planning to open some new stores in 2008. Our first planned store will cater for our sneaker heads in the north east...previously uncharted waters for size? Who knows where will be next...watch this space!

## SIZE? LEEDS

Our massive Leeds store have been given a little makeover, introducing a Lyle & Scott section in our upstairs apparel floor. The ground floor is still stocking a huge selection of footwear whilst the basement is fully stocked-up for the most demanding adf-head!



## LIGHTSPEED CHAMPION

Ex Textiles frontman Lightspeed Champion was spotted in size? Glasgow recently and also spotted out and about wearing the size? plaid hoodie. Visit [www.lightspeedchampion.com](http://www.lightspeedchampion.com) for more info on our celeb shopper.



## OKEE-DOKE!!

Louise Millard has worked at size? Carnaby Street since last Christmas, here she explains one of her favourite past times, her own clothing brand: 'Okee Doke was a brand born through love of design. A partnership between 2 graffiti artists, turned illustrator, fashionista and sneakerfiend. Although early days, the brand already supports a small team of skateboarders, bboys and rappers. The name Okee Doke, pronounced Oh-Key-Doke, comes from both the British term used to pleasantly affirm an action or question, and the New York slang for a con game or hustle. This does not so much refer to criminal activity as it does all peoples individual hustle used to get by. Whatever creative medium you're a part of you have your ways and means to get through it. [www.okeedokeclothing.com](http://www.okeedokeclothing.com) is in the process of being built. For information contact [info@okeedokeclothing.com](mailto:info@okeedokeclothing.com).



## SKITTLES

Blind Aura Productions, a company from Manchester started by a couple of friends of size?, recently made it all the way to the BAFTAs. Here is one half of the duo, Ed Lilly, telling their story.

"We entered a 60second movie to the Orange BAFTA '60 seconds of Fame' competition. All the films had to be based on the theme 'unite'. We used a verse from Skittles' track 'Since Grime' off his debut album 'Two Pints of Brandy' and a Packet of Skittles' which is on sale globally. Our film looked to raise questions surrounding stereotypes, prejudices and social divides.

The competition was broken down into regions and after a month 5 films from each region were shortlisted by the BAFTA judges. Then BBC Northwest Tonight showed a film a day for one week, whilst a mass public votewas conducted online and by telephone.

We won the vote meaning we had won the North West Region and were then invited to attend the BAFTA ceremony on Sunday 10th Feb, in Covent Garden. All the finalists films were broadcast to an audience on a big screen and I had to say a few words on our film, and then the winner was announced which sadly wasn't us!

Good experience all round and fantastic to get our work seen by a wider audience. We had great feedback online and we caused a fair bit of controversy too both because the film was said by many not to be a 'film' but a music video!! Also because of the content which seems to be topical at this time."

You can check their video out here:  
[www.blindaaurapictures.co.uk](http://www.blindaaurapictures.co.uk)



Last issue's competition prizes were Puma Scott Bourne Skate shoes (one of each colourway) and the winners were Michael from Cheshire, Kieron from Birmingham and Sam from Liverpool.

We also offered a Gravis Microdot ensemble, consisting of a Transit Hoodie, New Era cap and a Hobo messenger bag. The lucky winner was Dylan from the Wirral.

## ROCK THE BELLS

Plus bell (aka Dave Bell), an employee at Carnaby Street size? is set to release his first album "Tea and Coffee Conversation". A chill out background soundtrack that crosses over music genres such as Hip-Hop, Soul, Easy listening and Jazz.

The 21 year old producer originally from Leeds has used the traditional method of chopping up old records using his 'SP606' to create a fresh relaxing sound, which will appeal to all types of music listeners and coffee and tea drinkers.

For more information and a preview sound of the album visit [www.plusbellmusic.co.uk](http://www.plusbellmusic.co.uk), or [myspace.com/plusbellmusic](http://myspace.com/plusbellmusic)



## CONVERSE X CARNABY

The Carnaby Street store, as featured in this issue, now has a new Converse store upstairs stocking the latest in Converse footwear and apparel. This month's free poster celebrates their 100 years in the game and the opening of their new concession in Carnaby Street.



## Win Centre Court Wimbledon tickets & Lacoste x size? Revan 3s

To celebrate the launch of the Lacoste x size? collection, we are offering you the chance to win two tickets for Centre Court at Wimbledon. Two pairs of each of the Revan 3's are also up for grabs for the runners up.

To enter simply fill in the entry voucher below and drop it in your local size? store. Alternatively, the competition will also be open online at [www.size-online.co.uk](http://www.size-online.co.uk). The competition closes at the end of May.

**Terms and conditions:**  
Open to all UK residents. \*Due to our Data Protection Policy entrants must be 12 or over.  
Only one entry per person. Employees (or members of their immediate families) of the John David Group, Lacoste and their associated companies are not eligible to enter the prize draw.  
No purchase necessary. Closing date for receipt of entries is 31/05/08. The winners will be notified by email or telephone after, and their name may be included in the following issue of the size? newspaper.  
The judge's decision is final and no correspondence will be entered into.  
The prize may not be exchanged for a cash value.  
If the advertised prize is not available, we reserve the right to offer an alternative.  
Results of the prize draw may be obtained after 31/05/08 by sending a stamped addressed envelope to size? x Lacoste Competition Winner, Marketing Dept., The John David Group PLC, Hollinsbrook Way, Plaworth, Bury Lancashire, BL9 8BQ.  
Promoter: The John David Group PLC, Hollinsbrook Way, Plaworth, Bury Lancashire, BL9 8BQ.

Name			
M/F	Age	UK Shoe Size	
Email Address			
Home Address			
Post Code			

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When size? on Carnaby Street first opened in 2000, there wasn't much there apart from Mod shops, Soccer Scene and Franks. In 2008 the shop is now unrecognisable from when it first opened its doors, undergoing numerous brand installations and shop fits. The store accommodates Europe's first Converse concession as well as a Carhartt/Painter department.

In 2005 the store opened its doors as an events venue by hosting the anniversary party for the Nike Air Max 25, this was the first in a list of events which has gone on to include events for Dr. Martens, Converse, Puma and more.

Today, Carnaby Street plays host to 'The most complete sneaker store in the world' - Sneaker Freaker Blog, 2005.

Struggling to find it? Get to Oxford Circus tube station and hang a left off of east right down Argyle Street. Passing the Palladium Theatre on your left you come to the world famous Carnaby Street and in turn, the world famous size?

<p>1. Chris Wheat</p> <p>2. Sneaker</p> <p>3. Time at Carnaby Street size?</p> <p>4. Favorite sneaker brand</p> <p>5. Favorite shoe of all time</p> <p>6. Shoe of the year (so far)</p> <p>7. Favorite size? exclusive</p> <p>8. Favorite piece of size? product</p> <p>9. London's best</p> <p>10. End North/South/Fair/Neat</p> <p>11. Club/Club</p> <p>12. Lunch spot</p> <p>13. Restaurant</p> <p>14. Daytime activity</p> <p>15. Second shoe</p> <p>16. Kept secret</p> <p>17. Celeb customers spotted at size?</p> <p>18. Best instore event at Carnaby St size?</p> <p>19. Best thing about Carnaby St</p> <p>20. Street notes</p>	<p>1. Michael Forry</p> <p>2. Sneaker</p> <p>3. Sneaker</p> <p>4. Sneaker</p> <p>5. Sneaker</p> <p>6. Sneaker</p> <p>7. Sneaker</p> <p>8. Sneaker</p> <p>9. Sneaker</p> <p>10. Sneaker</p> <p>11. Sneaker</p> <p>12. Sneaker</p> <p>13. Sneaker</p> <p>14. Sneaker</p> <p>15. Sneaker</p> <p>16. Sneaker</p> <p>17. Sneaker</p> <p>18. Sneaker</p> <p>19. Sneaker</p> <p>20. Sneaker</p>	<p>1. Alice Selby (Puzzle)</p> <p>2. Sneaker</p> <p>3. Sneaker</p> <p>4. Sneaker</p> <p>5. Sneaker</p> <p>6. Sneaker</p> <p>7. Sneaker</p> <p>8. Sneaker</p> <p>9. Sneaker</p> <p>10. Sneaker</p> <p>11. Sneaker</p> <p>12. Sneaker</p> <p>13. Sneaker</p> <p>14. Sneaker</p> <p>15. Sneaker</p> <p>16. Sneaker</p> <p>17. Sneaker</p> <p>18. Sneaker</p> <p>19. Sneaker</p> <p>20. Sneaker</p>	<p>1. Sherin</p> <p>2. Sneaker</p> <p>3. Sneaker</p> <p>4. Sneaker</p> <p>5. Sneaker</p> <p>6. Sneaker</p> <p>7. Sneaker</p> <p>8. Sneaker</p> <p>9. Sneaker</p> <p>10. Sneaker</p> <p>11. Sneaker</p> <p>12. Sneaker</p> <p>13. Sneaker</p> <p>14. Sneaker</p> <p>15. Sneaker</p> <p>16. Sneaker</p> <p>17. Sneaker</p> <p>18. Sneaker</p> <p>19. Sneaker</p> <p>20. Sneaker</p>	<p>1. Hannah Johnson</p> <p>2. Sneaker</p> <p>3. Sneaker</p> <p>4. Sneaker</p> <p>5. Sneaker</p> <p>6. Sneaker</p> <p>7. Sneaker</p> <p>8. Sneaker</p> <p>9. Sneaker</p> <p>10. Sneaker</p> <p>11. Sneaker</p> <p>12. Sneaker</p> <p>13. Sneaker</p> <p>14. Sneaker</p> <p>15. Sneaker</p> <p>16. Sneaker</p> <p>17. Sneaker</p> <p>18. Sneaker</p> <p>19. Sneaker</p> <p>20. Sneaker</p>	<p>1. Louise Nassiri</p> <p>2. Sneaker</p> <p>3. Sneaker</p> <p>4. Sneaker</p> <p>5. Sneaker</p> <p>6. Sneaker</p> <p>7. Sneaker</p> <p>8. Sneaker</p> <p>9. Sneaker</p> <p>10. Sneaker</p> <p>11. Sneaker</p> <p>12. Sneaker</p> <p>13. Sneaker</p> <p>14. Sneaker</p> <p>15. Sneaker</p> <p>16. Sneaker</p> <p>17. Sneaker</p> <p>18. Sneaker</p> <p>19. Sneaker</p> <p>20. Sneaker</p>	<p>1. Dave Bell</p> <p>2. Sneaker</p> <p>3. Sneaker</p> <p>4. Sneaker</p> <p>5. Sneaker</p> <p>6. Sneaker</p> <p>7. Sneaker</p> <p>8. Sneaker</p> <p>9. Sneaker</p> <p>10. Sneaker</p> <p>11. Sneaker</p> <p>12. Sneaker</p> <p>13. Sneaker</p> <p>14. Sneaker</p> <p>15. Sneaker</p> <p>16. Sneaker</p> <p>17. Sneaker</p> <p>18. Sneaker</p> <p>19. Sneaker</p> <p>20. Sneaker</p>	<p>1. KS Menah</p> <p>2. Sneaker</p> <p>3. Sneaker</p> <p>4. Sneaker</p> <p>5. Sneaker</p> <p>6. Sneaker</p> <p>7. Sneaker</p> <p>8. Sneaker</p> <p>9. Sneaker</p> <p>10. Sneaker</p> <p>11. Sneaker</p> <p>12. Sneaker</p> <p>13. Sneaker</p> <p>14. Sneaker</p> <p>15. Sneaker</p> <p>16. Sneaker</p> <p>17. Sneaker</p> <p>18. Sneaker</p> <p>19. Sneaker</p> <p>20. Sneaker</p>	<p>1. Leon</p> <p>2. Sneaker</p> <p>3. Sneaker</p> <p>4. Sneaker</p> <p>5. Sneaker</p> <p>6. Sneaker</p> <p>7. Sneaker</p> <p>8. Sneaker</p> <p>9. Sneaker</p> <p>10. Sneaker</p> <p>11. Sneaker</p> <p>12. Sneaker</p> <p>13. Sneaker</p> <p>14. Sneaker</p> <p>15. Sneaker</p> <p>16. Sneaker</p> <p>17. Sneaker</p> <p>18. Sneaker</p> <p>19. Sneaker</p> <p>20. Sneaker</p>	<p>1. Jimmy Oates</p> <p>2. Sneaker</p> <p>3. Sneaker</p> <p>4. Sneaker</p> <p>5. Sneaker</p> <p>6. Sneaker</p> <p>7. Sneaker</p> <p>8. Sneaker</p> <p>9. Sneaker</p> <p>10. Sneaker</p> <p>11. Sneaker</p> <p>12. Sneaker</p> <p>13. Sneaker</p> <p>14. Sneaker</p> <p>15. Sneaker</p> <p>16. Sneaker</p> <p>17. Sneaker</p> <p>18. Sneaker</p> <p>19. Sneaker</p> <p>20. Sneaker</p>
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#### adidas concord

A welcome return from 80's classic, the concord. When original released, it's bold colourways and snakeskin panels turned heads on and off the basketball court. 2008 and the concord returns, less bold, but still as eye-catching, and still paying homage to original snakeskin leather. Available in limited quantities in size? stores and online soon.





#### Nike Zoom Talache

Brand new for 2008, the Nike Zoom Talache, available in both mid and low profiles, echoes design features from three classic Nikes: the Air Max 87, the Huarache and the Air Talaria. An Air Max 87 toe panel, the Talaria's outsole and Huarache's heel panel are fused with a full-length Zoom sole in a completely new design. The lack of obvious branding, luxurious materials, clean construction and leather midsole would satisfy a sneaker head's need to smarten up, allow the smarter amongst us to dress down but remain neat, and give the collectors amongst us a new example of Nike's commitment to advance and develop footwear design.

The leather midsole Talache comes in two heights, mid and low, each available in two colourways. The more subdued colourway employs lime green on a base of grey-on grey tones with grey piping above the leather midsole and a bright green sole. Both mid and low feature grey corduroy fabric on the heel however the mid has a green panel on the heel embossed with the Nike logo. The predominantly black colourway is more outlandish with it's shiny purple heel panel (that is perforated on the mid to show the bright mint green heel panel). The uppers are a mix of suede and leather, black and charcoal, and bright piping in green (mid) and purple (low).



#### Internal Componentry



01. Upper  
Overlapping rest and stitched on last
02. Sockliner  
Indented for zoom bag
03. Zoom Air  
Full length bag
04. P.U. Midsole  
Over-lapped by leather midsole
05. Outsole  
Fit over upper wrap



# New Balance Athletic Shoe, Inc.



Many people who wear new balance think the company that makes their popular shoes hasn't been around that long. Twenty years. Thirty tops. Even loyalists who have been wearing New Balance since the 1960s don't realise the company's roots go back to 1906. The reason for this is due in large measure to the company's style. "We don't like to blow our own horn," Jim Davis, company CEO, likes to say.

Today, New Balance is the only major footwear manufacturer in the world that remains privately held. This independence allows it to make decisions with a view toward the long-term as opposed to the bottom line of an annual report to shareholders. It is highly unlikely that the economically-challenged decision to preserve domestic manufacturing and with-thing, two of New Balance's critical points of difference, would have been popular in a publicly-held corporation where current day profitability is the driving indicator of success.

## THE BEGINNING

The story of New Balance traces back to Boston, Massachusetts, to the year 1906, and to one individual named William J. Riley. Riley, a 33 year old English immigrant, established the company as New Balance Arch. His first product, a flexible arch support, was designed with three points of support in the shape of a triangle. These points created greater balance and comfort in the shoe. It's believed that Riley came up with the name "New Balance" and design by observing chickens in his yard. To demonstrate the way his arch supports worked, Riley kept a chicken's foot on his office desk. He would explain to customers that the chicken's three clawed foot resulted in perfect balance.

The 1909 Boston City Directory lists Riley as a "shoemaker" with an office in The Pelham Hotel. There's no other record until 1927, the year Riley hired Arthur Hall as a commissioned salesman. We know Arthur Hall purchased arch supports from Riley's for \$3.00 and sold them for \$5.00. Given that the average pair of shoes at the time also cost \$5.00, New Balance Arch consumers apparently placed equal value on function and comfort.

Arthur Hall's daughter Eleanor recalls her father travelling around Rhode Island and Massachusetts to police stations, fire departments, post offices, and other

places of work where people were on their feet all day. In his car, Hall displayed a sign introducing himself as "The Man Who Always Comes Back." According to Eleanor, Hall's routine involved returning to customers two weeks after a sale. The follow-up visits provided him the opportunity to get more business through recommendations. This approach helped build New Balance's reputation as a company of integrity with a commitment to customer satisfaction.

## SERIOUS RUNNERS

William Riley's first attempt at making athletic footwear came in 1938. It was a spiked running shoe for a local running team called the Boston Irons Bag Harriers. The club's name, coined by Jerry Nason of the Boston Globe, played on the informality of the group by implying that the Harriers carried their shoes around in brown paper bags.

One of the club members, a Scottish immigrant called Danny McBride, recalls Riley approaching the group after a workout at the Belmont High School track one day in 1938. After examining their shoes, Riley assured the young men that he could make something "more comfortable and serviceable." He measured their feet and pledged that if they didn't like the new shoes they wouldn't have to pay for them. Two weeks later, Riley returned with six pairs of custom running shoes made from kangaroo leather, a material known for its lightness and durability. McBride recounts that the shoes "fit perfectly." Riley collected \$7.00 from each of the five boys and invited them to stop by his store when they were ready for another pair.

Danny McBride stayed loyal to New Balance Arch and wore the first pair of road running shoes in the 1940 Reddick Road Race in Jamaica Plain, Massachusetts. McBride visited the nearby New Balance shop in North Cambridge on several occasions. He observed how Riley's cobblers manufactured shoes and prescription arch supports under the watchful gaze of the boss. Between 100 and 200 pairs of shoes were typically in production at any one time. According to McBride, "It was obvious Riley lived and breathed his vocation."

Word spread in athletic circles and by 1941 New Balance was manufacturing custom-made shoes for running, baseball, basketball, tennis and boxing. All along, the

brand continued to manufacture non-athletic foot-wear, including such supports and custom black wingtips.

In 1950, Riley retired from active management, leaving Hall to attend to both sales and management of New Balance. In December of 1953 Arthur Hall asked his daughter Eleanor and her husband Paul Kidd if they might be interested in taking over the company. The couple gave it some thought and, within a few days, decided to take the plunge and buy New Balance. Hall sold the company to them for \$10,000, which was half the asking price.

The Kidds made a great team, infusing the company with new energy and ideas. Paul spent most of his time on product and sales development while Eleanor minded the store, assisting customers on the floor and over the phone. Even though the first years sales were modest, the Kidds made a donation to the American Red Cross. This became the first of many charitable causes that New Balance would support over the years.

William Riley died in 1956 at the age of 84. That same year, the Kidds changed the name of the company to "New Balance Orthopedic Laboratory." The new name was meant to appeal to the public's newfound confidence in scientific research. It also highlighted New Balance's well-established commitment to advancing it's principles of fit to a broad range of footwear products.

## SETTING THE PACE

In 1960, New Balance introduced its first off-the-shelf shoe, The Tracker. This shoe was the result of five years of Paul Kidd's development and feedback from serious runners. Although not custom-made, The Tracker was the first running shoe available in different widths, and also featured a Ripple Sole to enhance traction, absorb shock and prevent injuries common with the metal spiked sprint shoes of the day.

Best-selling fitness author Dr. Ken Cooper ran the 1961 Boston Marathon in the first pair of New Balance shoes to cross a marathon finish line. Dr. Cooper, an early fitness pioneer, gained notoriety through the publication of his book "Aerobics" in 1967. Cooper coined the term "aerobics" and brought fitness into the public consciousness. Cooper credits New Balance with having introduced the first shoe

"specifically made for running." His word of mouth endorsements, along with a simple mention of his "rippled sole shoe" in his book, made Cooper the brand's most significant sales distribution channel for a decade.

Another big boost for the Tracker came through the YMCA programmes. Al Melchey, an employee of the Cambridge YMCA, developed a fitness programme in the mid 1960's that became very popular in YMCA's across the USA. New Balance Trackers gained widespread use simply because Melchey wore and endorsed them.

New Balance offered no incentives to Dr. Cooper, Mr. Melchey, or any of the growing number of athletes, trainers and coaches who promoted the shoes. These advocates wore and endorsed New Balance simply because they believed in the shoe.

In spite of success among fitness enthusiasts and coaches, sporting goods stores had little interest in carrying New Balance. Dealers complained that the product was too complicated to inventory and sell because it came in half-sizes and varying widths. The sales challenge, which first surfaced with the Tracker, would remain a factor throughout the twentieth century.

After deciding that the name *New Balance Orthopedic Laboratory* no longer appealed to their primary market, the Kidds officially changed the name to *New Balance Athletic Shoe, Inc.* on January 1, 1970. A year later, Jim Davis approached the Kidds to look at their business records and projections in view of buying the business. David passed on buying the company, leaving them with a fresh pair of Trackers in his possession. He began wearing the shoes on jogs and found that people would often comment that he must be a good runner because he was wearing New Balance. Based on the high regard other runners had for the brand, and the fact that the Kidds' projections for 1971 had been right on the money, Davis asked if the business was still for sale. The answer was "Yes, but the asking price is not negotiable." They struck up a verbal deal and a contract was drawn up. The deal was in excess of \$100,000 and included retaining Paul Kidd as a consultant for 36 months, and also a \$5,000 bonus if the business doubled in three years. Paul Kidd signed the company over on April 18, 1972, offering the new owner one important piece of advice: "Keep the widths."



## BEYOND RUNNING

Until Jim Davis bought the company, sales had been driven primarily by mail order and word of mouth. Once he took ownership of New Balance, Davis immediately set out to grow the business by expanding its customer base. He knew that if he wanted to appeal to customers, innovation was key. He also knew he would need to market to retailers as well as consumers.

Davis called his college friend, Ed Norton, at K2 in Seattle, and asked him to join his recently acquired company. Norton agreed and roped in Terry Heckler, also from K2. Heckler's early contributions were pivotal. His first objective was to work on improving the appearance of the shoes. In his view, the Tracker looked like "a running shoe kiddie." Heckler argued that the shoes needed a performance look and feel that runners could relate to.

Saddle sides were re-styled to emphasize the wrapping effect used to stabilise the shoe so it wouldn't roll. To stress this functionality, colour was added to the upper. Heckler also developed the N logo. When a friend saw the first prototype of New Balance with the "N" boldly displayed on the sides his reaction was, "Why the N? Everyone will think it's a Nike," Heckler replied, "That's good, they're making more money than us. We'll be twice as much."

Another of Heckler's key contributions was the numbering system for New Balance models. Heckler believed that New Balance would be better keeping focus on the brand rather than any particular shoe. Naming shoes created "stars." The numbering system gave equal status to each shoe and reinforced consumer perceptions of New Balance as a performance brand.

Timing is everything, and New Balance couldn't have timed the introduction of its 320 more perfectly. Running for fitness was becoming an increasingly popular trend, and the 1976 Summer Olympics in Montreal got millions of Americans excited about athletics. Released the same year, the 320, coded in on this "fitness fever". It was light, colourful, and round performance. It had traditional elements like a long vamp and saddle construction, augmented by a new outsole and nylon upper for greater performance and lightweight comfort. And of course, it came in widths. In October 1976, the 320 was rated number 1 by Joe Henderson of Runner's World

magazine, citing its highly stable flared heel, forefoot cushioning, and width fitting. It was, by all accounts, the brand's most significant moment since the introduction of the Tracker in 1960. New Balance's lighter model, the 305, secured third place in the same magazine rating. New Balance was well and truly at the forefront of modern athletic shoe design.

After four years, the 320 reached the end of its life cycle. New Balance needed a new breakthrough design if the company wanted to continue to grow. Their research and development team came up with a winning answer: the 420. The sleek looking grey and black shoe was the lightest training shoe in the market place, featured an EVA insole and a Vibram outsole. The 420 was the first to break the \$50 price barrier and paved the way for the success of the 420 and 730 soon after.

## NEW BALANCE 420

A shoe originally designed to protect the athlete, it has a three layer outsole capable of dispersing shock and offering excellent traction. The 420 was technically superior in it's day with a patented Extended Saddle and Extended Counter helping to maintain the runners position in a neutral phase. In 1982, the 420 was rated as the best running shoe by Runner's World magazine for "overall performance, fit and comfort."

Today the 420 is re-launched in its original blue/ grey colourway to celebrate the creation of this pinnacle vintage running shoe. This original colourway is accompanied by three other retro inspired colourways: black/ grey, green/ grey and grey/ blue. All four colourways are available for a limited time at size 7 stores nationwide and at [www.sizeonline.co.uk](http://www.sizeonline.co.uk) from April 2008.

**new balance** **420**







# POINTER SS08 COLOUR SAMPLER



## POINTER SPRING/SUMMER 08 COLOUR SAMPLER®

The Pointer Colour Sampler® has been formulated to help in the selection, specification, and modification of colour pigmentation and reproduction for the Pointer Spring/Summer 2008 collection. The images below highlight the spectral colour system applied and extracted from the new footwear collection. Colours may vary dramatically.



Colour: Yellow  
Model: Hesperus



Colour: White  
Model: Toby



Colour: White Navy  
Model: Toby



Colour: White Navy  
Model: Toby



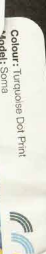
Colour: Sand  
Model: Taylor



Colour: Chocolate  
Model: Laurus



Colour: Grape Blue  
Model: Salsar



Colour: Turquoise Dd Print  
Model: Soma



Colour: Apricot  
Model: Hesperus



Colour: Charcoal Rope Print  
Model: Salsar 3



Colour: Burgundy  
Model: Mithras



Colour: White Red Navy



Colour: Grey Rope Print  
Model: Tantz



All styles available from size? Carnaby Street and online at [www.size.co.uk](http://www.size.co.uk)  
Selected styles available in size? stores nationwide.

[www.pointerfootwear.com](http://www.pointerfootwear.com)

Artwork: Jethro Haynes, Nick Jensen,  
Marcus Oakley, Playarea & Nik Taylor  
Photography: John Ross  
Pointer Brand Ltd is Worldwide registered

pointer®





Established in 1975 in Hudson, Massachusetts, Penfield has established a reputation for making the highest quality down-filled jackets, fleece and outerwear. Penfield garments are designed to stand up to the demands of the New England climate, yet are equally at home sheltering you from the storm anywhere the wind blows or rain falls!

Penfield know and love the great outdoors. Fashion, function, practicality and durability are the key elements incorporated into every design we manufacture. Penfield will give you warmth in a variety of weather conditions, active comfort without restrictions, and years of superior performance.

Whatever the situation calls for, there is a perfect Penfield for every need. We trust that you will find satisfaction and comfort year after year from any Penfield product you purchase.

Size? Is proud to stock a comprehensive range of Penfields 2008 Spring/Summer collection. Available at selected stores and online at [www.size-online.co.uk](http://www.size-online.co.uk)

T-Shirt Redwood Grey Marl  
Shorts Fillmore Navy

T-Shirt Boon Kelly Green

T-Shirt Pinestone Light Grey

T-Shirt Acadia Mid Navy

Sweat Hopewell Kelly Green

Jacket Full Spin Brown / Blue

Jacket Full Spin Purple / Mid

Jacket Harrington Black  
Shirt Canyon Red

Jacket Skiff Two Tan

Jacket Lockwood Black





# clae

Clae was founded in 2001, by Sung Choi, a seasoned veteran of the streetwear and footwear scene, and experienced designer for some of the most respected brands in the game. With Clae, Choi set out to modernise classic silhouettes without sacrificing the comfort of athletic footwear. Clae's unique approach filled a void in the shoe market for stylish, premium footwear that referenced modern culture. Call them what you will, Peak Trainers or Comfortable Street, Choi pioneered a new category in footwear which other brands were quick to jump on.

Drawing from timeless design, Clae defines the collection as evolving classics. The highest quality materials and craftsmanship resulting in a diverse range of custom lasted footwear in a variety of materials from full grain and garment leather to cruelty free hemp. Rooted in lifestyle, driven by modern luxury, Clae's styles are at once wholly new and instantly classic.

These new styles are available at selected size7 stores and at [www.clae-online.co.uk](http://www.clae-online.co.uk)



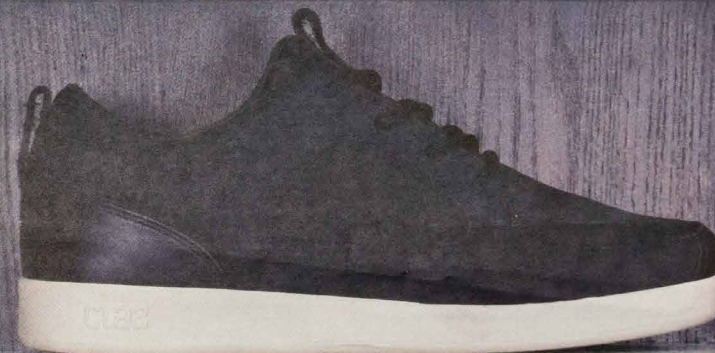
**Miles** (stone / red)



**Miles** (black)



**Parker** (caramel / walnut)



**Parker** (black)



**Russel** (lichen)



**Russel** (black ballistic)



# PUMA BODÉ

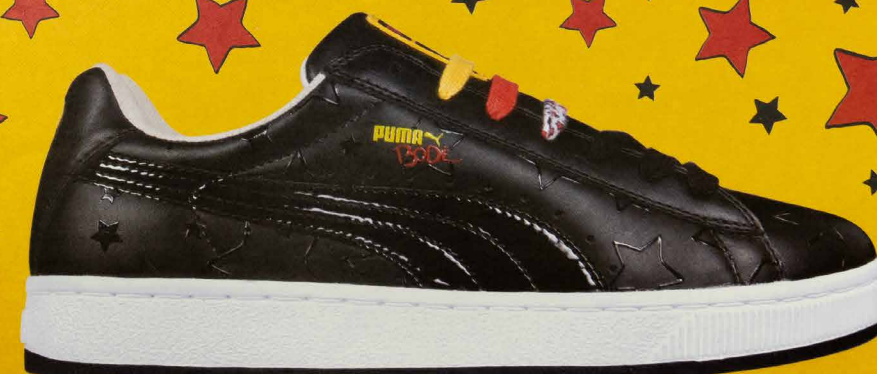


Vaughn Bodé was born in Utica, New York on July 22, 1941 and began drawing at the early age of five. He remembered himself as "an extremely introverted kid, completely unable to relate to the world around me...I started creating my own fantasy world populated with my own little creatures." His most famous creature being the Cheech Wizard, created on September 27, 1957 at 2:30 pm and named after a can of Cheechy Nuts. This unique little red wizard that you can barely see for the over-sized wizard hat, and Bodé's equally bizarre characters, captured the hearts of the budding graffiti writers in America. Writers like Dondi, Seen, Tracy and Mare 139 recreated Bodé's characters, letters and cartoon semiotics on the walls and trains of New York. This phenomenon quickly spread to other cities and countries. It is said that painting Bodé-inspired work is somewhat a rite of passage for graffiti crews the world-over.

In 2007, Puma acknowledged Bodé's influence on art and street culture by releasing a limited Clyde on the 50th anniversary of the creation of Vaughn Bodé's iconic cartoon character, the Cheech Wizard. The Clyde shared the same colourway as the Cheech Wizard's hat, solid yellow with large red and black stars. The Clyde was a huge success amongst sneaker and graffiti aficionados and sold out in minutes. Despite its success, the Bodé Clyde received mixed reactions. Some loved the loud colourway and the fact it screamed appreciation of Bodé's work, whilst others couldn't handle the bold colours and wizard theme. The follow up Bodé Basket was created to satisfy the huge demand created through the limited edition Clyde, and arguably to cater for those who found the first instalment too brazen.

The Bodé Basket shares the same graphic design elements as the Clyde: big stars on the upper of the shoe, colourful Cheech Wizard rubber tongue label and a star graphic on the insole. The graphic application, however, is more subtle on the Basket. Bodé's star pattern is printed in the same colour as each shoe's upper with a raised, glossy texture that perfectly complements the patent formstripe. The Baskets also feature three sets of laces for personal colour customization; each has a tone-on-tone lace set, for a more discreet look, as well as red and yellow for the more daring characters, and a white set printed with Bodé's signature star pattern for die-hard Cheech Wizard fans. The iconic star print is also used on the sock-liner as well as the laces tips to further embellish the shoe.

All three Puma Bodé Baskets are available May 15th at selected size? stores and online at [www.size-online.co.uk](http://www.size-online.co.uk).







# size?

Lacoste and size? have joined forces to create exclusive colourways of two of size?'s favourite models, the Revan 3 and Observe. Both styles share a perforated toebox and tongue, large punched holes on the side that reveal the neon pop colour, and a pattern that incorporates the Lacoste crocodile and the size? question mark found on the laces and footbed.

The Observe was first released in 2006. The shoe was developed after discovering a late 90's Lacoste shoe called 'Greenwich' in the archives. A couple of design twists later and with a new lower profile sole the Observe was born. The Lacoste x size? Observe is available in two colourways: black / electric blue and white / neon green. Both are leather with a slight hint of patent detailing.

Now in its 3rd incarnation, the Revan first appeared as a mid-top in November 2005. With subtle branding, rich materials and blanket stitch detailing, the Revan soon attracted a following amongst footwear fans that were looking for a smarter trainer. In summer 2007 the Revan was updated again with the introduction of the open Oxford toe for the Revan 2 and the Derby constructed Revan 3. This limited edition Revan 3 sees the blanket stitch detailing replaced by large punching on the quarter panels combined with fluoro-coloured linings and a punched vamp and tongue. This design is offered in a choice of leather (black / electric blue and white / neon green) or nubuck (lunar grey / neon purple), all with the same lace and footbed pattern as the Observe.

The Revan 3 will be available from April and the Observe from May. Both styles will be in stores nationwide and online at [www.size-online.co.uk](http://www.size-online.co.uk).





# Reebok

The full Reebok Pump Bringback range will be led by the Omni Lite and Pump Running Dual. Released in 1991 and '92 respectively, these sneakers were the most technically advanced of their day. Pump technology offered great support and comfort whilst Reebok's Hexalite cushioning gave the wearer impact protection. Reebok Pump was made famous by Boston Celtics player, Dee Brown, in the 1991 NBA All Star Slam Dunk contest. Millions of viewers witnessed him 'pumping' his Pump Omni's up before each dunk and millions soon bought their own. The Running Dual realised the first application of Pump technology on a running silhouette. The combination of Pump bladders in the heel and under the arch offered runners the ultimate fit by addressing the skeletal differences between feet... a key benefit for runners.

The Omni Lite & the Running Dual are available from selected stores now.





# VANS®



## Vault by Vans®

consists of classic Vans styles that are pulled from Vans' 40+ years vault of designs, but with modern inspiration drawn from street fashion, art, music and the world of surf and skate. Each season, Vans' designers will team up with influential artists as well as conjure up unique materialisations on our most popular styles.

# VAULT®



available at **size?**

