

Seoul: women's footwear street shots

By the WGSN Footwear team, 15 June 2012

The 1990s remains an important influence, with chunky platform booties and archive sneakers both referencing pre-millennium nostalgia.

Key messages

GOTHIC GRUNGE



Hyungseok Dino Ha for WGSN street shot, Seoul

90S PLATFORM



Hyungseok Dino Ha for WGSN street shot, Seoul Fashion Week, April 2012

ARCHIVE SNEAKERS



Hyungseok Dino Ha for WGSN street shot, Seoul Fashion Week, April 2012

* SHORTCUTS

- A grunge twist updates gothic looks on the streets of Seoul, with tailored separates and layered styling creating a grown-up feel
- Nostalgia for the 90s continues to be key, with clunky wedge booties a footwear staple
- Highlighted in our [Asia Pacific trend report](#), archive sneaker styles are all about the 90s by way of the 1970s

Styling

Gothic grunge

A grunge twist contemporises gothic looks, with Dr Martens and the 1990s-inspired platform both important for footwear.



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Kitsch mix

A more youthful, fun styling trend, customisation, chunky silhouettes and bold, unexpected colour usage is important.



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Key items

90s platform

1990s nostalgia continues to influence youth markets. Lace-up blocky platforms are key, best styled with tights and ankle socks.



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Archive sneakers

Highlighted in our [Asia Pacific emerging trend report](#), this look is all about the 90s by way of the 1970s. This is an important trend for both [guys](#) and the girls in Seoul.



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Modern formal shoe

Formal/modern hybrids remain key to casual looks, with sleek, minimal styles a directional alternative to the sandwiched soles and unexpected colour and materials combinations that have been so important in recent seasons.



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Mid-heel biker boot

Key to accessorising the gothic grunge styling direction, pair these boots with skinny jeans or thick black tights.



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Dr Martens

These icons of early punk culture remain popular on the streets of Seoul as an integral element of the gothic-grunge styling trend.



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Pretty sandal

Platforms remain key to high-heeled styles, with holographic materials and **pastel colourways** on trend for spring/summer 2012.



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