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Vancouver's Rock Stars of Footwear Exposed

Museum of Vancouver explores the story behind John Fluevog and Peter Fox shoes in new exhibition

Media Preview - Thursday, May 13, 2010, 10am to 1pm
Call 604.730.5309 to arrange interviews. Photos available.

VANCOUVER, BC – Museum of Vancouver presents ***Fox, Fluevog & Friends: The story behind the shoes***, May 14 to September 26, 2010 at 1100 Chestnut Street in Vanier Park. Opening Party on Thursday, May 13 at 7pm. Tickets available at www.museumofvancouver.ca.

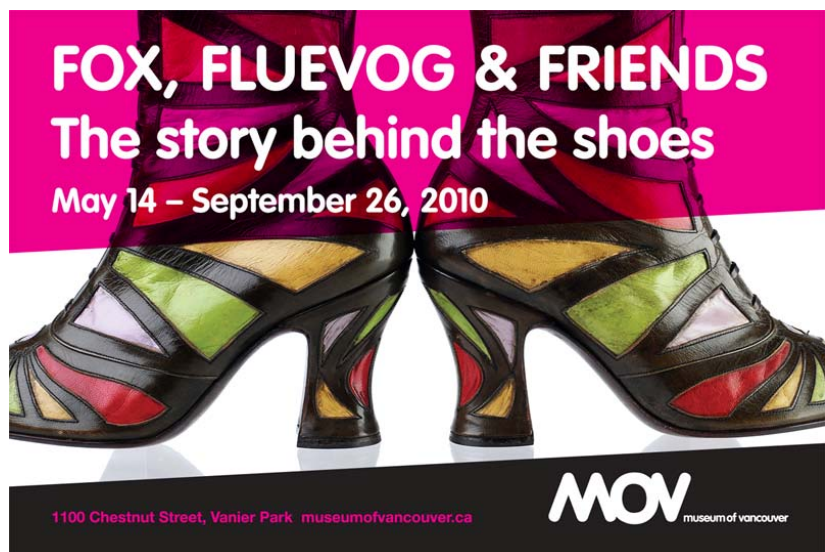
Meet John Fluevog, Peter Fox and Ken Rice: friends, collaborators, trend-spotters, businessmen, and artists. MOV's fashion retrospective explores the story behind their footwear companies, from their early days making the scene in 1970s Gastown to acclaim and powerful brand loyalty on an international scale.

"2010 marks the 40th Anniversary of John Fluevog Shoes and I'm thrilled and humbled that my work is being fêted in Vancouver, the city where it all began," says John Fluevog of this feature exhibition.

This 3,600 square foot exhibition incorporates approximately 150 shoes dating from 1968 to 2000, complemented by photographs, news articles, catalogues, sketches, and customer comments.

"I love the bizarre and pedestrian collisions of history that brought Peter Fox, John Fluevog, and Ken Rice together in Gastown in the 1970s," says exhibit curator, Joan Seidl of this uniquely Vancouver story. "Fox & Fluevog took a chance on establishing in Gastown during the first Gastown renaissance -- when its potential as a creative hub for entrepreneurs was first realized."

It was not only the distinctive design and quality of the shoes that won attention and loyal followers, but also the manner in which they were sold. From the very beginning, customers were welcomed as friends into detailed, eccentric interiors, and later Fluevog went on to pioneer a way of marketing that spoke to consumers in an edgy voice that grew him a cult-like following of "Fluevogers."



(more)

Already a huge local success, their international recognition was amplified by support from celebrities and the film and television industry. Fluevog shoes have been worn by musicians, celebrities and actors, among them Madonna, Iggy Pop, Jack White of The White Stripes, Scarlett Johansson, and Neil Patrick Harris. Peter Fox shoes have graced the stage and sets of many productions including: *Alice in Wonderland*, *Harry Potter*, and *Titanic*, in which Kate Winslet wore Fox's Anya boot.

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