

# Aventura

## Watching Feldman

She has walked the road of life with wisdom, wit, and a will of iron. Her inner strength always allows her to ricochet with grace from the ills of fortune. Now, a platinum blonde Beverly Feldman is at the forefront of her powers with her own store in Manhattan, located on 56th Street, off Fifth Avenue, and welcomes AVENTURA to her new home.

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*Beverly Feldman*  
New York - Ibiza

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ruffle skirt, \$3500; ruffle front blouse, \$600, and spandex belt, \$125, all by OMO NORMA KAMALI, NYC; available at Omo Norma Kamali, NYC. Call 212.957.9797 or visit [www.normakamalcollection.com](http://www.normakamalcollection.com) for more information.

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Beverly Feldman's love of glamorizing the already glamorous, accessorizing accessories, and adding a punch of color to everyday life is what epitomizes the Beverly Feldman line. Recognized around the world for its unique, playful spirit, the company's designs remain a high fashion staple in every woman's closet. Based in New York, Ibiza, and St. Barths, Feldman's designs are hand-lasted and stitched in some of the finest factories in the world. Her innate understanding of what women want combined with her artistry and expertise in shoe design has established her as one of the most respected and sought-after names in the fashion world.

Classically trained as a shoe illustrator and designer, Feldman graduated from New York's Pratt Institute in 1965. After graduating, she became the art director for fashion consultant Doris Weston and throughout the 1970s designed for fashion houses such as I. Miller and Pankin and Andrew Geller. At the age of 31, she opened her own business called Lucky Lizard Trading Company in Alicante, Spain, where she has resided for the past 30 years.

Years of traveling have inspired Feldman to include wonders from across the globe in every piece—be it animal prints from the African jungle, earthly colors of the spice routes, gems from the East, or vibrant tropical colors. In fact, she creates over 1500 exclusive shoe and handbag designs each year for her global customers. Feldman wants her designs to be accessible to women of the world and her customers to be comfortable—a true 7.5 herself, Feldman tests every shoe to ensure comfort and wearability.

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Her Spring/Summer 2007 designer shoe and debut handbag collection, aptly named "Hello, Hollywood," pays homage to Tinseltown with bright colors and a range of sandals and heels all adorned with eye-catching embellishments. Styles include skimmer flats, gladiator sandals, sleek wedges, kitten heel mules, and, of course, stiletto heels. Handbags are woven leather satchels, slouchy buckets in animal prints, structured totes, and delicate clutches. For her color palette, red takes center stage, but Feldman also includes other brights, such as turquoise and jade, along with muted metallics, and black and white.

Sandals and heels are graced with metal flowers, while others are adorned with handcrafted beaded buds. And, as in every season, Feldman loves to finish a shoe with a cherry on top. Standout styles for the season include "Rapid" and "Risky," which were inspired by a gorgeous antique pendant she discovered while shopping flea markets in Europe. She recreated its vintage charm as a touch of classic elegance for her collection, which is the perfect accessory for a woman with an irresistible urge to be sexy and comfortable, timeless and updated, but most important, noticed. A true pioneer in the footwear industry, Feldman has set the standard for women shoe designers. Too much is simply never enough for a Beverly Feldman woman. ■