

Earth Shoes Encyclopedia Article

Earth Shoes

The following sections of this BookRags Literature Study Guide is offprint from Gale's For Students Series: Presenting Analysis, Context, and Criticism on Commonly Studied Works: Introduction, Author Biography, Plot Summary, Characters, Themes, Style, Historical Context, Critical Overview, Criticism and Critical Essays, Media Adaptations, Topics for Further Study, Compare & Contrast, What Do I Read Next?, For Further Study, and Sources.

(c)1998-2002; (c)2002 by Gale. Gale is an imprint of The Gale Group, Inc., a division of Thomson Learning, Inc. Gale and Design and Thomson Learning are trademarks used herein under license.

The following sections, if they exist, are offprint from Beacham's Encyclopedia of Popular Fiction: "Social Concerns", "Thematic Overview", "Techniques", "Literary Precedents", "Key Questions", "Related Titles", "Adaptations", "Related Web Sites". (c)1994-2005, by Walton Beacham.

The following sections, if they exist, are offprint from Beacham's Guide to Literature for Young Adults: "About the Author", "Overview", "Setting", "Literary Qualities", "Social Sensitivity", "Topics for Discussion", "Ideas for Reports and Papers". (c)1994-2005, by Walton Beacham.

All other sections in this Literature Study Guide are owned and copyrighted by BookRags, Inc.

Contents

Earth Shoes Encyclopedia Article.....	1
Contents.....	2
Earth Shoes.....	3

Earth Shoes

When the Earth Shoe was brought to America in 1970, its advertising campaign promised to bring wearers closer to nature. With "negative" heels that sat lower than the front, Earth Shoes claimed to offer wearers a more natural posture, closer to aboriginal human locomotion. The shoes were a startling multi-million dollar success for two reasons. First, the back-to-nature promise of Earth Shoes resonated with members of the burgeoning environmental movement. Second, the boxy appearance of the shoe was viewed as an antifashion statement; as such, it was a social statement favoring simplicity over image, substance over style. In time the square, broad shape of the Earth Shoe was emulated in a wide range of other shoes; for a few years its look became a hallmark style of the 1970s.

Further Reading:

Kennedy, Pagan. *Platforms: A Microwaved Cultural Chronicle of the 1970s*. New York, St. Martin's, 1994.

Lauer, Jeanette C. *Fashion Power: The Meaning of Fashion in American Society*. Englewood Cliffs, New Jersey, Prentice-Hall, 1981.

Lofaro, Lina. "The Fate of the Earth Shoe." *Time*. May 1, 1995, 32.

Trasko, Mary. *Heavenly Soles: Extraordinary Twentieth Century Shoes*. New York, Abbeyville Press, 1989.