

# MONOCLE

A BRIEFING ON GLOBAL AFFAIRS, BUSINESS, CULTURE & DESIGN

Style  
Directory  
2013

## Know your market – meet the players who are reinventing retail

Our 24-page **SPECIAL REPORT** on who's spending and splurging and what they want – and why bricks and mortar stores are here to stay

**I'm glad they've got a carry-to-car vatel. I don't want a rusted pochette. See page 107**

**Go careful on the cookies or you'll need to try the trouser altering service. See page 109**

**HOW TO MAKE RETAIL WORK**

From Toronto to Südtirol, Fukuoka to São Paulo, Monocle introduces the brands, designers and buyers who have mastered the art of the sell.

- 1 BE FRESH**  
Stores need to evolve: offer the new, the unseen.
- 2 BE NICE**  
Service is what gets people spending. Smile.
- 3 BE SLOW**  
Shops are about real experience, not tech wizardry.
- 4 BE LOCAL**  
Shop-keepers can be good civic leaders.
- 5 BE TIDY**  
Keep your aisles and your offer clear and concise.

Swiss Muesli  
Whole Orange Juice  
Chocolate Chip Cookies  
Plain Flour  
Pickles  
Roasted Coffee Beans  
Pasta Penne  
Chopped Tomatoes  
Chopped Tomatoes  
Chocolate Chip Cookies  
Whole Orange Juice  
Mild Curry Sauce  
Mild Curry Sauce

SEK 95  
USD \$12  
JPY ¥2,310  
EUR €12.00  
SGD \$19.90  
DKK 122

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- A AFFAIRS** Test Mex: how doing less made Mexico City safer
- B BUSINESS** Centrefold! The Monocle blueprint for creating a better place to buy
- C CULTURE** Al Jazeera Jr's: the rising Arabic news channels and Israel's big airwaves bid
- D DESIGN** Go the distance: the e-bike's fresh ascent
- E EDITS** Antinori's architecture, Alison Goldfrapp's last meal and a prawn on the lawn

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## Best footwear newcomer

**Stefan Rechsteiner**  
Co-founder of Velt  
Uster, Switzerland

Stefan Rechsteiner and Patrick Rüegg started men's casual footwear label Velt last year. Designed in Berlin and manufactured in the Swiss town of Uster, the debut collection won this year's Swiss Federal Design award. All shoes are handmade with hides sourced from Argentina while the final leather tanning process takes place in Croatia.

### What is the style of the first collection?

*It's all about simplicity and reduction, combining the concept of a classic leather shoe with that of a sneaker – we*

*tend to avoid extra elements and patterns. Today's generation grew up with sneakers so we wanted to design something that could be worn every day.*

### How does Velt reinterpret this classic style?

*We studied product design and like to reconstruct the traditional making of men's footwear. For example, the soles of our shoes are made in a classic way, but then we've experimented with materials like rubber and even cork.*

### Future plans?

*We have contracts with new shops in Germany and Switzerland and next year's collection will feature cut-outs and woven leather. — AVF*  
velt.ch

