



In the last year or so DuFFS has undergone the kind of self help programme and make over that many a B list celebrity would be proud of; a brief stint in a fashionable rehab clinic followed by a well publicized and possibly staged break out led to a couple months of 'me' time in remote tropical paradise complete with snapping paparazzi. All of which sees a size zero, perma-tanned, pearly white toothed, anti-depressant munching DuFFS back in the gossip pages of all the best magazines.

The DuFFS Spring / Summer 2011 collection continues where Fall 2010 left off; the evolution and development of the past few seasons has seen many new styles and outsoles introduced alongside all new colourways of our best selling styles. So what's shaking for Spring 2011? Well, three all new styles for a start - 2 lo's and a mid top; The Dresden, Tierra and The Meen. All three are available in contemporary warm colourways or muted tones, infused with the understated simplicity, comfort and classic style that DuFFS has become known for. The Tierra also steps out in 2 all veggie colours, so a few more cows get to live another day which is nice if you like cows!

Louie Barletta's pro shoe, The Louie (creative name, huh?) steps out in three guises with the ever popular, original suede versions now joined by The Louie SR featuring eye catching premium grade materials from our Special Reserve vaults. Then there is the Louie Lite; a diet, lo-cal, slimmed down Louie upper on a three piece vulcanized outsole for that classic lo-profile look. Continuing this theme are The Slice and The Revert which both sport the all new DuFFS vulcanized outsole, lo-profile stylings and canvas/suede uppers - all set off in super tight colours. Cooper Wilt's first ever Pro Shoe, The Pedro, which debuted amid much hype as the centre piece of the Fall 2010 collection, increases its reputation with a couple new, styled out colourways perfect for Spring - as does Jimmy LeVan's pro model, The Forge II.

The ever popular and enduring Gambler dynasty is brought right up to date (it is '86, right?) with the G4 Hi; a classical silhouette that is full of understated retro revival radness with some fresh injections of Special Reserve materials. The G4 Hi is joined by the G4 Lite - a slimline, low profile, vulcanized take on one of our most successful shoes ever.

FOR MORE HEAR-SAY AND HALF TRUTHS CONTACT DuFFS DIRECTLY VIA INFO@DUFFS.COM