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FF Meets... Aquazzura - Edgardo Osorio

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Known for his elegant and cutting-edge creations, Edgardo Osorio is just as immaculately charismatic as his shoes are. In the midst of signing shoes for well-dressed shoppers in Harrods, Fashion Forte catches up with the man behind the celeb-approved shoe brand - Aquazzura. Edgardo talks Instagram, travelling and who the Aquazzura woman is.

A photo posted by Harrods (@harrods) (<https://www.instagram.com/p/BDECqseNLtM/>) on Mar 17, 20...

A perfect blend of style and comfort with a dash of sex appeal, Aquazzura shoes have proved you can have your cake and eat it too. For Edgardo, a woman who is comfortable is a woman who is at her sexiest – but that doesn't mean that she should compromise on style.

"We are a brand that is about women - we want to make women feel beautiful and comfortable. And when a woman tries on a pair of shoes from us, it's different," Edgardo explains. "Aquazzura started 6 years ago, and the biggest thing about the brand is the fact that we make not only sexy shoes that are beautiful but also very comfortable shoes - that has really changed the game".

Sometimes when you wear a certain dress, it wears you - but when you wear an Aquazzura shoe, it comes alive.

As the pioneering Coco Chanel once said, "beauty comes when fashion succeeds," - Edgardo's success began with his approach to combining comfort and love to make women feel beautiful.

"You know sometimes when you wear a certain dress, it wears you - but when you wear an Aquazzura shoe, it comes alive. I design them on the paper but then I flip them around the leg and the shoe comes alive when you wear them - they're comfortable. It's really is kind of mixing those two together - making beautiful comfortable shoes".

Edgardo always arms himself with successful and stylish women. He is a man who knows fashion - after all, almost every 'It-girl', magazine editor and any one in the know wears Aquazzura (including the likes of Solange Knowles, Nina Garcia and Olivia Palermo).

A photo posted by Harrods (@harrods) (<https://www.instagram.com/p/BOrWnawD3Gn/>) on Dec 31, 2...

"A lot of Editors call it the '12 hour shoe' or the 'Fashion Week shoe' - you can wear it all day long and it's not only high heels - its mid-heels and it's flats".

"I'm very big on Instagram - I love Instagram"

As such, his designs have been worn by everyone, from Hollywood stars to the average woman on the Tube. Speaking on who the 'Aquazzura woman' is, Edgardo says she is someone who loves to travel and have fun and is the life of the party. Partial to the occasional Instagram stalk, he takes some inspiration from his clients.

"I'm very big on Instagram - I love Instagram - and I follow a lot of my clients and some of the collections are inspired by that - it's all about following the customer's needs - where she's going, what she's doing and designing for her lifestyle. My biggest inspirations are from these trips and women. We look at everyone that tags us on Instagram, and every season we look to see who she is and what she's wearing - which is quite interesting".

A photo posted by AQUAZZURA by Edgardo Osorio (@aquazzura) (<https://www.instagram.com/p/BP...>)

Each store is different, designed by different interior designers and it's really the idea of discovering that every store you go to, you discover something new and different.

Given that the Aquazurra woman likes to travel, travel is a big part for Aquazzura and Edgardo tries to reflect this in each one of his stores.

A photo posted by AQUAZZURA by Edgardo Osorio (@aquazzura) (<https://www.instagram.com/p/BP...>)

"A big part of our brand is travel and one of our ideas all our stores are different - first store in Florence is inside an 18th century palace. After that we opened in London and now we are opening in New York and Miami. Each store is different, designed by different interior designers and it's really the idea of discovering that every store you go to, you discover something new and different. It's like in the old days, you go to a store because it was only in a city and you could only find it in that particular place and I love going back to that in a way but in a modern way. It still feels like us but it's different".

Aquazzura collections are available in-store and online at www.harrods.com (<http://www.harrods.com/brand/aquazzura/womens>)

Edgardo Osorio - Founder and Creative Director of AQUAZZURA

www.aquazzura.com (<https://www.aquazzura.com/en/boutique-online/woman/view-all.html?gclid=COeOwfzlgNICFYGw7QodOYMDWg>)

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