



GETTING MINES OUT OF THE GROUND, FOR GOOD.

CLARKS ORIGINALS AND THE HALO TRUST ANNOUNCE 'CLARKS: REBOOTED', A GLOBAL ARTIST INITIATIVE TO CELEBRATE 65 YEARS OF THE ICONIC DESERT BOOT



LONDON, January 2015 – For 2015, British shoe brand Clarks, the world’s largest everyday shoe company, has partnered with landmine removal charity The HALO Trust to present ‘Clarks: Rebooted’, an artist initiative and global collection launch celebrating 65 years of their original and iconic Desert Boot and its contribution to British street style. The global partnership will see Clarks pay 5% of the RRP of each pair of limited edition Desert Boots, which equates to £10 per pair, to The HALO Trust (registered charity number 1001813) and the profits from a special fundraising auction of artwork commissioned by Clarks will be donated for the benefit of The HALO Trust. ‘Clarks: Rebooted’ is the HALO Trust’s first corporate partnership.

The links between Clarks Desert Boot’s 65 year old design and the socio-cultural associations of British style extend well beyond the world of fashion. Designed by Nathan Clark, the Desert Boot was inspired by a rough boot from Cairo's Old Bazaar. An instant hit, it was quickly adopted by off-duty army officers before becoming the footwear of choice for generations of tastemakers the world over. Worn by

celebrities throughout its history, it was immortalized in the 1960s Mod film *Quadrophenia* securing its place as a British style icon.

Working with designers and artists has been an integral part of the Clarks brand philosophy since its launch as a family business in 1825. Over the years, the company has patronised many famous artists including the sculptor Henry Moore, whose work was exhibited at the company's UK based Head Office and in the surrounding village of Street and well known advertising illustrator and artist Edward McKnight Kauffer whose work is synonymous with the London Underground. McKnight Kauffer illustrated many of Clarks adverts in the 1920s and 30s.

'Clarks: Rebooted' gathers the talent of 14 leading British and UK-based artists and designers from a broad range of creative disciplines – from painting to product design – to work outside their usual media and to create a one-off Art piece freely re-interpreting this iconic footwear, as well as design a limited edition style of 250 Desert Boots to be sold at retail from Spring 2015.

Earlier this year, each participating artist and designer was given a shoe box as an inspirational steer, the contents of which included a pair of Desert Boots, materials swatches, pattern layout and background on the story of Clarks, the unique history of the Desert Boot and the affiliation with the important work The HALO Trust does around the world to be incorporated into their work. Curator Filippo Tattoni-Marcozzi and Clarks' creative team worked with each artist and designer to finalise a design concept for the limited edition shoes and the unique one-off pieces which will be auctioned in Autumn 2015.

For Clarks, it was important to continue the brand's charity work into 2015, as the company celebrates the 65th year of the Desert Boot. To do this, Clarks wanted to work with a British charity which stood out as being a great fit with their iconic boot and that matched the brand's values. The HALO Trust, the world's leading humanitarian landmine removal organisation, was chosen as the charity partnership for 2015, because of their global work ensuring the safety of millions of lives around the world. There was a natural fit, as the Desert Boot began life in a conflict zone of the Second World War and continues to be worn in challenging environments around the world.

Melissa Potter, Clarks CEO comments: *"We are proud to be working with such a prestigious charity as The HALO Trust, to help us celebrate the Desert Boot's 65th anniversary. As a brand we have a long standing history of giving back to charitable causes and we look forward to our relationship with The HALO Trust evolving as this exciting artist collaboration unfolds."*

The results of the initiative which is sure to be as diverse and inspirational as its roster of celebrated designers and artists will form a touring exhibition curated by Tattoni-Marcozzi who says: *"It was extremely interesting to see how each artist and designer interpreted the Clarks: Rebooted story differently, applying their own language and artistic practices in order to contribute a truly amazing limited edition design and stunning work of art, reflecting the diversity and enormous creativity that still defines London"*.

The exhibition will be officially announced at a press conference in early 2015 in London. A customized installation by creative directors Campbell-Rey including prototypes of each limited-edition shoe and accompanied by a unique work from the artist will tour key art and design events around the world. The exhibition will launch at Design Shanghai (March 2015), then on to Salone del Mobile in Milan (April 2015), Frieze New York (May 2015) and then CitizenM Hotel Bankside from September through October 2015 for a period of five weeks, spanning across London's 'cultural period' - London Fashion Week, London Design Festival and Frieze London. The tour culminates with a special fundraising auction event

in London in late October 2015, with proceeds from the auction being donated for the benefit of The HALO Trust.

Amanda Pullinger, Chairman of the Board from The HALO Trust says: *“The HALO Trust recently marked a quarter of a century of pioneering work clearing landmines from war-torn countries. The association with Clarks, our first UK corporate partner, will help to fund training, equipment and resources to get more landmines out of the ground more quickly so that some of the world’s most vulnerable people can plant their crops, rebuild their homes and raise their families in safety.”*

More details on each of the artist and designer works will be shared in the coming months.

-ENDS-

Notes To Editors

#clarksrebooted

<http://www.clarksrebooted.com>

<http://www.halotrust.org>

The HALO Trust is a company limited by guaranteed registered in England and Wales (company number 02228587) and a registered charity (charity numbers 1001813 and SC037870), with registered office 50 Broadway, London SW1H 0BL.

A fee has been paid by Clarks to The HALO Trust’s wholly owned subsidiary for the use of The HALO Trust’s logo.

The full roster of artists and designers:

Adam Ball
Adam Dant
Alexandra Llewellyn
Amy Stephens
Bob and Roberta Smith
Frank Bowling
Gordon Cheung
Kacper Hamilton
Lee Broom
Marc Quinn
Rene Gonzalez
Richard Caldicott
Thomas J. Price
TOOGOOD

Exhibition Dates:

Design Shanghai, 27-30 March 2015

Salone Internazionale del Mobile Milan, 14-19 April 2015

Frieze New York, 14-17 May 2015

London Design Festival, 13-21 September 2015
Frieze London, 15-18 October 2015

About C&J Clark Limited

C&J Clark Limited, owners of the Clarks brand, the privately held footwear business, was founded in Street, Somerset in the UK by the Clark family in 1825. Still based in Street, the Clarks Group designs, develops and sells a wide range of footwear and accessories for men, women and children. The Clarks brand is renowned worldwide for quality and style with comfort.

The Clarks Group has built on its success as the leading shoe company in the UK to become a £1.5 billion global business operating retail, wholesale, franchise and online channels in over 100 markets worldwide.

About The HALO Trust

The HALO Trust is a charity that specializes in the removal of the deadly debris of war. We clear landmines, cluster bombs and other explosives from war-torn countries so that some of the world's most vulnerable people can return home, plant their crops and raise their families in safety. Founded in Afghanistan in 1988, we are the world's oldest and largest humanitarian mine-clearance organization currently employing over 7,500 national staff in 17 countries and territories around the world. We have a simple mission, 'getting mines off the ground, for good,' and as leaders in the mine action community we have found and destroyed over 12.5 million landmines and other explosive remnants of war. HALO is at the forefront of development, as our work not only saves lives but is often prerequisite to any post-conflict reconstruction. We invest in local leadership, keeping the mine-affected communities integral to the process and providing employment in areas where there are few opportunities.

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