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Aesop - Slow Living / Store ritual Instagram posts

Written by: Chris Babb

Reviewed by:

Lucy Brook 24.01.22
Julien Guieu 25.01.22

[Post 1, 350 characters max—WIP visual asset [here](#)]

Sweeping floors, wiping bottles, folding towels. These morning rituals speak not just of our attention to detail, but also of a passion for the products that line our shelves, and regard for the people who cross our thresholds. They manifest an ethos of meticulous consideration that runs all the way from our laboratory in Melbourne to our most far-flung stores.

Instagram link: https://www.instagram.com/p/CZUQI-7sAzK/?utm_source=ig_web_copy_link

[Post 2, 350 characters max—WIP visual asset [here](#)]

Cleaning the store's exterior with a brew of aromatic oils and water provides an opportunity to greet the day, exchange neighbourly words and blow away the cobwebs, or at least escort their residents elsewhere. This ritual reveals not just a presentable façade, but also a desire to add something of value to the streetscape and the community.

Instagram link: https://www.instagram.com/p/CZlv0boM2eq/?utm_source=ig_web_copy_link

Aesop - Always On eDMs Batch 4 evergreen emails

Written by:

Chris Babb (content writer)

Reviewed by:

Julien Guieu 13.01.22
Lucy Brook 14.01.22

11. Body cleansers, balms etc.

[Subject]: [10-40 characters]

Elevated habits

[Preview]: [25-50 characters]

To exalt both body and being.

[Headline]: [10-40 characters]

Uplifting touches

[Body]: [150-350 characters]

When all around is a busy blur, personal maintenance is often reduced to an unthinking act of utility. Yet a moment's sensorial caress can comfort the flesh, gratify the soul and enrich the everyday. For aromas and textures which provide just such a boost, below is a selection of body care formulations worth bearing in mind.

[CTA]: [5-20 characters]

Browse body care

[Quote]

“We are what we are, the spirit afterwards, but first the touch.” **Charlotte Mew**

12. Cleansers, toners and hydrators.

[Subject]: [10-40 characters]

Skin care fundamentals

[Preview]: [25-50 characters]

Streamlined regimens to focus on the essential.

[Headline]: [10-40 characters]

Simplicity endures

[Intro body copy]: [150-200 characters]

Developing simple habits and sticking to them is an excellent way to ward off encroaching stress. When time is short, focus on the simplest—and often best—of regimens: cleanse, tone, hydrate.

[Stacked module 1 body copy - cleansers]: [150-200 characters]

Cleansing is the foundation upon which all healthy skin care regimens are built. Gentleness and regularity are essential, but so is accurate selection of the best-suited formulation.

[Stacked module 1 CTA – cleansers]: [5-20 characters]

Find your cleanser

[Stacked module 2 body copy - toners]: [150-200 characters]

Toners lay the groundwork for effective hydration by completing the cleansing process and balancing the skin. The level of astringency will be determined by skin type.

[Stacked module 2 CTA – toners]: [5-20 characters]

Discover your toner

[Stacked module 3 body copy - hydrators]: [150-200 characters]

The final preparatory act, hydration, is the keystone of any well-considered skin care regimen. Climate, environment and lifestyle will help decide which moisturiser is best for you.

[Stacked module 3 CTA – hydrators]: [5-20 characters]

Browse hydrators

[Tactical banner headline]

Know thy skin

[Tactical banner body copy]

Such pillars of care will only form a solid, efficacious regimen if judiciously matched with your skin type. Our expert guide is essential reading for clarity on this topic.

[Tactical banner CTA—directs to skin type guide]

Follow the guide.

[Quote]

‘Simplicity of life, even the barest, is not a misery, but the very foundation of refinement.’ **William Morris**

14. Eyes and lips – Eye cream, serums, Lip salve and Spf balm

[Subject]: [10-40 characters]

Gently does it

[Preview]: [25-50 characters]
Dedicated care for eyes and lips.

[Headline]: [10-40 characters]
More than just lip-service

[Byline OPTIONAL (imbedded)]: [20-40~ characters]
Delicate replenishment

[Body]: [150-350 characters]
Forever exposed to the elements, our eyes and lips are vital conduits in a full and busy life, yet these areas are also home to our most sensitive skin. After late-night carousing or a wind-swept walk, careful hydration and nourishment are required. To get back that glint in the eye and give lips the kiss of life, apply liberally as needed.

[CTA]: [5-20 characters]
Discover eye and lip care

[Quote]
'One eye sees, the other feels.' **Paul Klee**

15. Blending – serums, face oil and anything which boosts a regimen

[Subject]: [10-40 characters]
Working in tandem

[Preview]: [25-50 characters]
Productive pairings born of curious chemistry.

[Headline—Global excl. JP]: [10-40 characters]
Blended learning

[Headline—JP variant]:
A layered approach

[Body -- Global excl. JP]: [150-350 characters]
Like wine and cheese, some things come together to achieve more than the sum of their already excellent parts. Through years of curiosity and enthusiastic conversation, our store consultants have accrued a wealth of knowledge on the alchemic art of blending, shared here to provide inspiration.

[Body -- JP variant]: [150-350 characters]
Like wine and cheese, some things come together to achieve more than the sum of their already excellent parts. Through years of curiosity and enthusiastic conversation, our store consultants have accrued a wealth of knowledge on the art of layering—shared here to provide inspiration.

[CTA – Global excl. JP]: [5-20 characters]
Try our blending suggestions

[CTA – JP variant]: [5-20 characters]
Try our layering suggestions

[Product grid headline]: [10-40~ characters]
Products that play well with others

[Product grid description copy]: [15-135~characters]
Although more than capable on their own, these formulations offer a singular boost when blended with a suitable companion.

[Product grid description copy – JP variant]: [15-135~characters]

Although more than capable on their own, these formulations offer a singular boost when layered with a suitable companion.

[Grid CTA]: [5-20~ characters]
Discover

[Quote]
'Make up something that will work for you. But keep breaking traditions, I beg you.' Konstantin Stanislavski

20. Aesop favourites from Customers - All categories

[Subject]: [10-40 characters]
Classics to count on

[Preview]: [25-50 characters]
Enduring formulations, potent and pleasurable.

[Headline]: [10-40 characters]
Positively peer-reviewed

[Body]: [150-350 characters]
Like the trusty support of a dependable old friend, some relationships grow in stature until a life without them becomes hard to contemplate. With a history rooted in the efficacious and uncommon, our aim has always been to provide bathroom staples one can rely on day in, day out—making the everyday anything but mundane.

[CTA]: [5-20 characters]
Browse the classics

[Product grid headline]: [10-40~ characters]
A quintessential quartet

[Product grid description copy]: [15-135~characters]
Four faithful formulations to return to time and again.

[Grid CTA]: [5-20~ characters]
Order online

[Quote]
'The sincere friends of this world are as ship lights in the stormiest of nights.' Giotto di Bondone

Aesop Mother's Day kit 2022 – sleeve copy. Ideation and copy

<https://www.aesop.com/uk/p/kits-travel/hand-body/beacon/>

[Kit name TBC]
Unconditional
Terroir
Lighthouse / Beacon

[Kit name]
Beacon

[Sub-title, 70 characters max]

An uplifting quartet for those that guide and guard
An uplifting quartet for those who anchor and equip

A bounteous quartet for those buoys and bedrocks/bulwarks.
A quenching quartet for those who anchor and uplift.
An uplifting quartet for those who provide safe-harbour and succour.

[Short description, 250 characters max]

A Rose-infused facial spray to refresh and replenish. A fragrant hand balm to nourish and enrich. A reviving body cleanser to invigorate and inspire. And a zestful body balm to soften and support. Considered cargo for those who help navigate life's turbulent waters.

[Quote, 75 characters max]

'There are two ways of spreading light: to be/ The candle or to be the mirror that reflects it.' **Edith Wharton**

Aesop - The Aesop book, On culture social post (Instagram)

Written by: Chris Babb (Content writer)

Reviewed by: Julien Guieu

Social post copy

[Headline]:

From whence everything flows.

[Body]:

Beyond hydration and hygiene, the humble sink can provide relaxation and sanctuary—a moment of pause in the chaotic spatter of life. Like the well at the centre of the village, the basin that sits at the heart of each Aesop space is also a place around which to congregate and share stories. Despite differences in size, aesthetics and materials, our sinks remain a reassuring constant from one store to the next, enabling sensuous encounters between product and skin, and fleeting yet intimate human connections.

[CTA]:

Learn more about our sinks—this one is from Aesop Lamb's Conduit Street in London—in the Aesop book, published by @rizzolibooks with photography by @yutaka.paris

https://www.instagram.com/p/CVDo7zqLa1U/?utm_source=ig_web_copy_link

Aesop Sustainability report 2020 Menu Social copy – Instagram story

Written by: Chris Babb (Content Writer)

Reviewed by:

Juien Guieu 02.09.21

[Frame 1]

A sustainable tasting menu

Three bite-sized servings from our fulsome Sustainability Report 2020.

[Frame 2]

Course 1: Climate—A challenging but essential bite

Carbon-neutral global operations. Offset with projects that generate social and environmental benefits, with a goal of achieving net zero emissions by 2030.

~~Carbon-neutral global operations. (May contain offset emissions, but with a goal of achieving net zero emissions by 2030.)~~

Course 2: Community—A dish best served warmly

Over A\$4m of products donated to communities, medical staff and services supporting family violence survivors.

Course 3: Circularity—An endlessly satisfying recipe

Refill trials launched in Australia; Rinse and Return program expanded to include Taiwan, Singapore and Hong Kong.

[Frame 3]

If this has whetted your appetite, don seasonable attire, find a tranquil area of green, and leaf through our Sustainability Report 2020.

Consume to your taste—nibble one page at a time or attempt to digest in one seating.

[CTA]: Swipe up to devour the full report

Aesop - Aesop Zurich Airport Press Release

Copywriter: Chris Babb

Reviewed by:

Julien Guieu 16.12.21

Lucy Brook 17.12.21

1. PRESS RELEASE (present tense, third person voice)

Heading (maximum of 35 characters with spaces)

Aesop Zurich Airport

Subheading (maximum of 105 characters with spaces)

A retro-futuristic capsule

Body copy (maximum of 1660 characters with spaces)

Inspired by the dynamic futurism of late-1960s design, Aesop Zurich Airport is a travel-sized vessel of the unexpected, created with the contemporary voyager in mind. In the midst of the space race, humanity's fascination with the cosmos and the capabilities of versatile new materials provoked an age of exceptional and overtly ambitious furniture design. This space is mapped in such a style, but with pragmatic touches which accommodate the needs and luggage of a fatigued traveller.

Using a limited material palette, this compact portal into an imagined future employs sustainably engineered materials to cultivate a meditative ambience, suggestive of the liminal twilight visible from the edge of earth's atmosphere. Two symmetrical openings frame the store and lead to further alcoves—one a small staff area, the other a private basin and seat where visitors can wash their face and apply formulations before a flight. The ceiling is covered with an ambiguously textured sound-absorbing material, while hovering bars of light illuminate the rows of amber bottles from above, both elements contributing to this moment of tranquility within the hectic transit hub.

In this space-age setting, clients can explore and select from a complete range of skin, hair and body care products, distinguished by botanical and laboratory-generated ingredients of the highest quality. The store's trained consultants are able to offer advice about products best suited to individual needs.

Aesop was founded in Melbourne in 1987 and today offers its superlative formulations in signature stores around the world. As the company evolves, meticulously considered design remains paramount to the creation of each space.

Aesop Zurich Airport

Airside Center, Level 1, Zurich Airport

Flughafenstrasse, 8060 Zürich, Switzerland

+41 (0)44 274 8899
ZurichAirport@Aesop.com

Monday to Sunday 06:00–20:00

Quote (maximum of 125 characters with spaces)

'Everything we talk about, everything we regard as existing, postulates consciousness.' Max Planck

Aesop - Aesop Macquarie store opening Press Release

Copywriter:

Chris Babb

Reviewed by:

Julien Guieu 03.12.21

Lucy Brook 21.12.21

1. PRESS RELEASE (present tense, third person voice)

Heading (maximum of 35 characters with spaces)

Aesop Macquarie

Subheading (maximum of 105 characters with spaces)

Shaped by the ebb and flow

Body copy (maximum of 1660 characters with spaces)

Inspired by the tentacular tributaries which spread inland from the Tasman Sea, sculpting the topography of Sydney and its suburbs, the design of Aesop Macquarie explores the harbour world and the carving force of water and time. This is reflected in the delineation of space throughout the store, with different degrees of intimacy, like the contrasting sections of a meandering watercourse.

A terrazzo inlet, encrusted with recycled-plastic pellets, reaches out from behind the deep-water green façade, drawing visitors in, as the surging tide propels returning vessels into the safety of the port. A silk-like ribbon of eau de Nil borders the windows before flowing on in one continuous band around the store. Flashes of red line the mahogany shelves, storage doors and metallic counters: coupled with a rectangular halo of light from above, they lend an air of futuristic calm. Mirrored glass stands above the basins, reflecting the marine palette and extending the hushed tranquility of the atmosphere.

Nestled at the back, a curved seating area adjoins a washbasin inlaid with locally sourced *Jarrah timbermahogany*—a quiet cove reserved for reflection and more in-depth consultations. The warmth of the wood provides a welcoming and meditative backdrop, conducive to an engaging sensory encounter. Following such conversations, visitors are encouraged to rest and pause with a cup of tea.

In this littoral space, clients can explore and select from a complete range of skin, hair and body care products, distinguished by botanical and laboratory-generated ingredients of the highest quality. The store's trained consultants are able to offer advice about products best suited to individual needs.

Aesop was founded in Melbourne in 1987 and today offers its superlative formulations in signature stores around the world. As the company evolves, meticulously considered design remains paramount to the creation of each space.

Aesop Macquarie

[Address]

[Phone number]

[Email address]

[Opening hours]

Quote (maximum of 125 characters with spaces)

'A drop of water, if it could write out its own history, would explain the universe to us.' **Lucy Larcom**

Rapha Copywriter case study

Brief:

We're launching an all-rounder riding collection of products for women in 2023. The new collection allows women to express their unique style on the bike and is designed to be combined with garments from our other ranges – Pro Team, Classic, Core and Explore. It's casual clothing with a technical twist, created to work on the bike without looking conspicuous off it.

Suggest a name for the collection, write 200 words positioning it for our customers and distil this thinking into a single strap line for the collection. Write a further 150 words profiling the hero product; a lightweight t-shirt that can be worn loose or cinched at the waist to adapt to different shapes.

Suggest ways this collection could be communicated to customers and how we might launch it, with a particular focus on riders with little experience of road cycling. Consider all platforms.

Name: The Flex Collection

Strapline: Change Gear [2 words]

Extended web description:

Created to enhance both wardrobe and lifestyle via ingenious design, this versatile collection gives you the change of gear needed for every eventuality, every day. [25 words]

Flex Collection positioning copy [200 words]

The Flex Collection is inspired by a desire to make garments that work for not against you, all day every day. Clothes that can adapt to your needs from one moment to the next so you can live life on your terms. A collection for those who want to do it all, in their own incomparable way.

A versatile range designed to combine and enhance our other collections while expressing a unique style of its own, Flex is the ultimate all-rounder. It's for those that want to breakaway, who relish the diversity life throws at them and who won't compromise on comfort, elegance, or performance.

These casual, innovative staples offer liberation from the limitations of choice while maintaining a superior technical performance to ensure you remain fresh and at your best.

Life constantly requires us to adapt, collaborate, unite, and transform. This capsule collection is for those who want to express themselves confidently and unapologetically, be they seasoned racers or those enjoying their first flush of cycling satisfaction.

It's about enjoying the freedom of the open road in amongst our hectic lives. For that you need flexibility. With your time, your attitude, and your clothes. Time to change gear.

[199 words]

Hero product copy

Name:

Women's Flex Lightweight T-shirt

Extended web description:

A light, technical t-shirt designed with a variable midsection to add style, shape and flexibility on or off the bike. [20 words]

Product description copy [150 words]:

Whether it's a training ride, a leisurely Sunday pedal or a catch up over brunch, the Women's Flex Lightweight T-shirt is the all-rounder for any occasion. Designed with an easily adjustable midsection for variation of shape and fit, this casual garment can be worn loose or fitted at the waist to satisfy both look and comfort. Airy and innovative, it can capably manage a diverse diary solo and with its anti-bacterial treatment remains fresh at days end. A wardrobe-in-one that saves you time and space while maintaining elegance and that doesn't look out of place either on the bike or in the bar.

Created to combine with our Pro team, Classic, Core or Explore Collections, it unites them through collaborative appeal and practical functionality. Its breathable technical fabric, incorporating recycled fibres, is a stalwart in warmer seasons, but with a durable construction which will perform across a range of conditions.

[150 words]

British Red Cross Supporter engagement copy case study

Event name:

Feet of kindness walk

Proposition:

Imagine walking in a refugee's shoes. Now go get yours on.

email copy

[Subject]:
Ready to walk the walk again for Ukrainian refugees?

[Preview]:
Help provide further sanctuary and support — enter our charity event.

[Headline]:
Feet of Kindness Walk – raising funds for those fleeing war and terror.

[Body]:
Dear *[email recipient]*,

Thanks for your previous donation. Your support is vital. We know that you have already given so generously, but...

If you can spare your time and support, we and the refugees of Ukraine need you again.

Forced to leave a home, family and life, it can be the small but significant things – like a warm welcome or a smile – which are felt most deeply. Imagine what it feels like to walk away, today, from life as you know it.

As the war in Ukraine continues to displace, injure and kill millions, refugees are arriving in the UK. We offer sanctuary, safety and succour to each and every one, and your donations ensure that our services and support are available to all.

The Feet of Kindness walk *[link to website]*

Join us at **10am** on **Saturday 13th August 2022** and walk **10km** to raise money for who currently find themselves stranded in a foreign land.

We are hosting four simultaneous events in **London, Birmingham, Cardiff, and Glasgow**. Step out and join others to raise awareness and funds for those who might be alone and suffering right now.

For those unable to take part, you are welcome to come support the festivities and/or make a one-off donation if you should wish.

Can you help us raise money for those in need?

The money you raise will go to providing food, clothes and warmth, as well as services to help finding families and access things like education, jobs, social care and healthcare.

Simply offering a semblance of normality we often take for granted.

[CTA]: **Visit our website **here** now to sign up and take part**

Thank you for your time.

Our Product:

X-Fly

Web site to learn more:

<https://www.systemanalytic.com/insights.html>

<https://www.systemanalytic.com/X-fly-Insights.html>

LinkedIn-friendly text posts using ‘Escalating Insights’.

1.

Headline: **Don’t fly blind when it comes to harnessing the latest medical insight.**

Information is the key. As long as you can see it.

Prioritizing and distributing insights as close as possible to the point of capture maximizes the opportunity for a successful outcome.

Using X-Fly, our fully integrated digital platform, means you can use predefined workflows to ensure insights are classified and prioritized automatically and immediately. Whether it's your overarching strategy or your current key topics of interest, there's a workflow to make sure the right people see the right information. Right away.

Seeing is everything. Make sure your staff see the full picture by using X-Fly.

CTA: **Learn More**

2.

Headline: **X-Fly—Medical insight management that lets you spread your wings and soar.** Getting the latest insights to the people that need them, when they need them, could be the difference between flying high and a failure to launch.

Don't leave your outcomes in doubt.

Use X-Fly, our integrated insight management platform, to call upon cutting-edge information in an instant, from colleagues, congresses and KOL's across the world. All perfectly segmented automatically according to your predefined priorities, using customisable workflows.

Disperse data strategically: by competitor, geography, key topic or whatever metric is relevant today.

Insight management solutions which deploy workflows to work for you, on the fly with X-Fly.

CTA: **Learn More**

3.

Headline: **Why walk when you can X-Fly? business-wide medical insight management at your fingertips.**

Insight is important.

But insight that's relevant, quantified, and prioritized is incomparable.

And that's what X-Fly provides. Automatically, instantaneously, and exactly according to your requirements.

Workflows make the world a more efficient place. X-Fly workflows translate repeatable, quantifiable actions to optimize and simplify the management, triage and prioritisation of your valuable new KOL and sector medical insights.

X-Fly is much more than just a digital data platform. Using machine intelligence, it can identify and interrogate important data groupings and display them in a clear and actionable form without delay. That's a solution which really earns its wings.

CTA: **Learn More**

4.

Headline: **Capture, prioritize and distribute medical insight anywhere, any time—your X-Fly on the wall.**

When it comes to key information and people, you always want to be in the room where it happens. But you can't be in more than one place at a time, can you?

X-Fly provides the opportunity to mine outcomes immediately from insights captured anywhere in the world in real time.

Using workflows configured to your preset matrices, we can quantify, segment and parcel your insights automatically for those who need them to explore.

Whether it's the latest KOL discussions, current hot topics or insights which define your major strategic decisions, isn't it time to look smarter?

CTA: **Learn More**

<https://zolimacitymag.com/ernest-chang-wants-you-to-destroy-his-art/>

Ernest Chang Wants You to Destroy His Art

November 14, 2018

Imagine this: your conceptual art experiment, over a year in the making, is just weeks away from its opening – then a stunt by one of the world's most famous artists steals your thunder. This is the situation faced by emerging Hong Kong artist Ernest Chang. His new exhibition *Tear and Consume: An Art Experiment* opens this Friday at Kong Art Space, and it has the intention of being every bit as thought-provoking and destructive as Banksy, whose work *Girl with Balloon* shredded itself seconds after it was sold for £1 million (HK\$10 million) at an auction house.

Chang has created ten new works for his experiment, which explores technology, consumerism and their effect on contemporary art. The opening event reveals that the title of *Tear and Consume* is not just wordplay but instruction. At 9pm on November 16, guests will be invited to take the exhibition's intricate works and physically tear them apart. Over the course of 30 minutes, their interventions will be recorded and uploaded to social media. Everyone participating must sign a contract to ensure conformance. Chang's intention is that new art will be created together, an act of communion which feels at odds with the current direction of our technology-obsessed society.

"I feel as if art is more and more disconnected from the audience these days and I'd like to change that," says Chang. Our escalating obsession with validation and reward through the accumulation of objects has reached alarming proportions. "I think the line between reality and social media will continue to blur until one day we won't know what is virtual and what is actual," he says.

Chang is particularly interested in the "terms and conditions" that seem to direct our lives. We acquiesce to these continuously updated digital contracts at the behest of WhatsApp, Google, iCloud, Instagram, Pornhub, Facebook, Amazon, WeChat and more. Chang's pieces reflect this; they are literally multi-layered, with acrylic, glue and printed paper that

reference Pokémon Go and anime, upon which are layered seven different terms and conditions from the leviathans of our tech-driven lives.

Chang has been formulating his concept for some time, albeit not quite the 12 years it took Banksy to prepare his auction house work. He began after witnessing how disconnected gallery audiences can be to the art they are viewing. “I wanted them to connect physically, so I thought of having them touch the works,” he says. The idea of tearing up the works came to him after noticing the layers of mangled real estate posters that accumulate on the vacant shopfronts of his neighbourhood, Wan Chai.

With its dissociated architecture and the jarring juxtaposition of history and modernity, Wan Chai is a source of inspiration for Chang. Born in the United States but raised in Hong Kong, he has split his time between both, including studying at the Ringling College of Art and Design in Florida, and the Savannah College of Art and Design’s campus in Sham Shui Po. He found this experience of art education stultifying, though, and he decided to cut it short in order to develop his style through interactions with the real world.

He settled in Wan Chai because it is an urban environment that amplifies his perceptions, particularly the technology-humanity nexus to which Hong Kong society is beholden, and about which the artist is seriously conflicted. “I also depend on the benefits and luxuries of consumerist social media,” he says. “I’m not providing any solutions, but I am raising awareness for change and the fact that we destroy beautiful parts of ourselves when we consume.”

Chang’s point is reinforced by a simple walk through Hong Kong. The city is an ocean of people interacting only with the black mirror of their smartphone. Many are playing Pokémon Go, whose characters are the subject of some of Chang’s works. The gamification of the world to catch mythical creatures is a phenomenon that Chang feels typifies the prevailing attitude. “People collect Pokémon like trophies, ... collection is more important than experience,” he says.

He wants his experiment to reflect Hong Kong’s sometime cannibalistic lifestyle, where social media-driven consumerism and social endorsement is revered, despite the inherent undertone of addiction. Nowhere more has this science been exploited than the digital world, where every revenue-driven click is a cynical exploitation of our brain’s chemical reactions. The reward we feel from social interactions is the release of dopamine in our brain; the more we are rewarded, the stronger the neural networks which drive the delivery become, actions which are replicated in other addictive behaviour.

Chang, who is a recovering drug addict, can claim authority on this topic. “The insidious cycle of constantly wanting more new things is similar to the ones I’ve experienced with being addicted to drugs,” he says. “These dark cycles end up being self-destructive to the point of self-annihilation. There are many who can’t [control their impulses], and those who can’t, like me, need to watch out.” He wants to “destigmatise addiction” and is vocal in his support of KELY, an organisation that helps young people overcome and avoid alcohol and drug dependency.

This brings Chang back to the art world, which he is simultaneously trying to break into, but also recoils from. With the shredding of *Girl with Balloon*, Banksy intended to shake down the established art patriarchy of the auction houses, shining a light on the sale of artwork as commodities for rich but ultimately vacuous investment collectors. But like all good conceptual art, opinion is still divided over the success and authenticity of this prank.

We are told the intention was for the work to be completely shredded, but it was only partially destroyed, resulting in an entirely new work of art that was titled *Love is in the Bin* – one that could well be worth more, both financially and artistically, than its pre-shredded version. Certainly Banksy's undiminished image remains, his earning power has exploded, and his name could not be illuminated more brightly. So is he the treatment or the disease?

These two conceptual art events appear connected, even the same, but on this topic, Chang demurs. "I'm actually inviting the audience themselves to go through the emotional rollercoaster that comes with destroying something of human value," he says. "I'm making a statement with the audience whereas Banksy makes his statements at the expense of them."

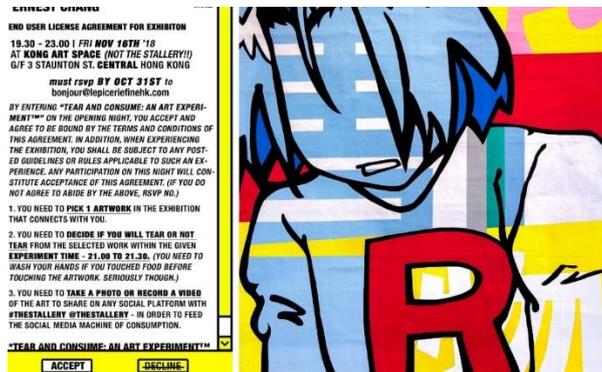
Is Chang reconciled to the loss of work six months in the making? If the audience fail to "tear and consume," will he view his experiment as a failure? "I really had a hard time with the idea that I'm painting something for its very own destruction," he says. "But as the painting went on, I began to feel at ease with the inevitability of unpredictability. I will view anything that happens spontaneously to be profoundly artistic."

He is also intrigued by the audience's mindset. Will the transitory significance of their social media reward negate any moral rectitude they may face in consuming another's work so completely? Will they appreciate their emotional reaction when faced with the opportunity? "If they want to rip this art, they need to find some truths underneath it," says Chang. In allowing anyone to fundamentally change the essence of the artwork, the artist also seeks to make a representation of the current state of his industry. Conglomerates align themselves with art brands, and the art world fetishises art for its monetary rather than artistic value. Chang believes this is unsustainable. "The increasing number of screens are only speeding up the inevitable death of artistic meaning," he says.

His previous works touch on similar themes. *Post Human Dimension* and *Falsely Implied* are two series that combine technology and photography to impose new dimensions and spatial symmetry onto Hong Kong street scenes. The works exemplify and intensify the atmosphere of walking these neon-tinged streets after dark, adding both futurism and a sinister undertone. "Post Human Dimension was created out of the phenomenon of being 'alone together,'" says Chang. "We Hongkongers love technology and I fear in the future, technology will create a gap so wide between us as individuals that we no longer feel like a community."

For Chang, things will always come back to Wan Chai, a district which has its own peculiar atmosphere and community, and where *Tear and Consume* will shift after the opening weekend, to Chang's studio and gallery, The Stallery, just a few steps up from the [Blue House](#) on Stone Nullah Lane. A limited series of prints of the original works will also be available for purchase – one final footnote to Hong Kong's consumer driven lifestyle.

This neighbourhood is Chang’s metaphorical muse. “Wan Chai creates and destroys itself at the same time,” he says. “My art strives to capture this process and to unravel the beauty behind its chaos.” Should we appreciate or recoil in Hong Kong’s ability to tear down and start again? While this Ouroboros-like behaviour might be described as the pinnacle of capitalism, is the endless pursuit of technological empowered advancement, whilst slowly eradicating that which goes before really to be called progress?



Tear & Consume opening night invitation (left) Instant Man (right)

All artworks are by Ernest Chang, 2018 – Photos courtesy of the Stallery

‘Tear and Consume: An Art Experiment’ takes place at Kong Art Space, 3 Staunton Street, Central at 9pm on Friday, November 16, 2018. Attendance welcome – as long as you agree to the terms and conditions. The exhibition ‘Tear and Consume: An Art Experiment’ then runs from November 19 – December 18, 2018 at The Stallery, G/F, 82A Stone Nullah Lane, Wan Chai.

For immediate release

Ernest Chang

TEAR AND CONSUME: An Art experiment*TM

**please make sure you read the complete terms and conditions*



Science Based Vanity & Little Things

@ Kong Art Space

Opening Night – Friday 16th November 2018. 19:30-23:00 – **Tear time 21:00-21:30**

The Aftermath - Saturday 17th November – 10:00 – 22:00

Kong Art Space – G/F, 3 Staunton Street, Central.

@ The Stallery

Public exhibition: 18th November – 18th December 2018 (Mon-Tuesday; Friday-Sunday – 11:00-18:00).

The Stallery - G/F 82A Stone Nullah Lane, Wan Chai.

Hong Kong – The Stallery, in conjunction with Kong Art Space, is delighted to present an art experiment by Wan Chai based artist Ernest Chang, featuring a collection of 10 new works. This series of acrylic, glue and printed paper works referencing pop-culture including Anime and Pokemon Go, subcultures which are now ubiquitous in Hong Kong, takes aim at the heart of modern day consumerism and our rapidly escalating obsession with validation and reward through our need to accumulate ‘things.’ The ‘experiment,’ pushes this further, with Chang willing to sacrifice these works by offering them up to the mercy of the general public, who will be granted 30 minutes during the opening night in which to tear the works in whichever way they see fit, all whilst fully documenting their experience on social media. Attendees will be required to sign a ‘Terms and Conditions’ document in order to participate, enforcing the requirement to record and disseminate the process on social media in order to ensure it generates new artistic expression.

Chang sets out to create works and an event which reflect the often voracious and cannibalistic experience in which Hong Kongers find themselves - one pressured by a society where consumerism and social endorsement are revered, despite the inherent undertone of addiction. One in which the unobtainable-to-most real estate market is overwhelming and fragmenting communities much like

the artists Wan Chai home, whilst pushing the young and creative to the margins of society. And one which is rapidly fostering a disposable culture where more significance is attributed to the lifestyle to which you aspire, rather than serious investigation of the inalienable rights to which you are made to cede in which to achieve this end.

The real estate flyers, the grubby detritus of a relentless pursuit of material improvement, which litter the streets outside his gallery are manifested in the works, which feature 7 layers of terms and conditions paper from such modern leviathans as Google, iCloud, WhatsApp, WeChat, PornHub, Instagram and Facebook. These sit unseen beneath the bold and delineated figures, which are intended to represent the sanitised yet vanilla perfectness of modern generated printing, but on closer inspection show themselves to be imperfect, human and impressionist in style. This intentional appearance seeks to cast doubt in the mind of the tearers, to interrogate whether they are both comfortable and happy to 'destroy' and consume a creative process 6 months in the making. Will the transitory significance of their social media successes negate any moral rectitude they may face in 'consuming' another's work so completely?

In allowing anyone to tear and consume the essence of the artwork, Chang also seeks to make a representation of the current state of the art, in his industry. Relentless conglomerates 'align' themselves with artists like brands, and global art events fetishise art for its monetary value rather than its artistic currency. Not long ago, the contemporary artist du jour Banksy made a similar statement, when one of his most famous works was 'destroyed' just moments after it had sold at auction. It could be argued that he has the luxury of a reputation and bank balance which could only be enhanced by such a potentially self-sabotaging act - Is he the treatment or in fact the disease?

With this experiment though, Chang seeks to challenge us and ask, what does contemporary art mean today? Does the work exist in a vacuum once the artist steps from the easel, or is the experiment an extension of the art, the continuation of the process or in fact the creation of new works? The visceral experience planned for the opening night is his sacrifice in the name of artistic endeavour. The question which intrigues him, is in regard to those who present themselves to participate - Will they know their reaction and decision to the acts they are about to partake, when faced with the opportunity to create or destroy, what will they do? What would you do?

As with all of Earnest Chang's works, Wan Chai, with its dissociated architecture and the jarring juxtaposition of history and modernity is his inspiration. In a statement that can be attributed to much of Hong Kong, the artist states,

'Wan Chai creates and destroys itself at the same time. My art strives to capture this process and to unravel the beauty behind its chaos.'

Chang himself is red-green colour blind, which is in part the reason for his favouring of such bold and dramatic colour choices, seen clearly in the 'Tear and Consume' series. The artist takes inspiration from the Red/Yellow/Blue colour mixes and clean lines epitomised by Piet Mondrian, who saw the world as 'TRUTHS' - binary compositions, and whose influence can be seen in the execution and composition of Chang's T&C works.

On the conclusion of the opening weekend, the exhibition will transfer to Chang's own studio/exhibition space, The Stallery on Stone Nullah Lane, Wan Chai where the original works will be displayed in their post-tear form. There will also be a limited edition run of 30 prints of each painting available for purchase following the opening weekend.

For more information or to schedule an interview with the artist contact The Stallery directly via Célestine Wong - celest@thestallery.com / call 6775 2533.

Press release written by Christopher Babb. Please contact chris@babbservations.com for more information and services.

Notes to editors

About Ernest Chang

Born in the US but raised in Hong Kong, artist and photographer Ernest Chang now works and resides in Wan Chai; this celebrated urban district providing the metaphorical muse for all of his works. A former student of both Ringling College of Art and Design, Florida, and Savannah College of Art and Design (SCAD), Hong Kong, Chang ceased his formal education in favour of the growth through experience derived from the application of his artistic endeavour in Hong Kong, an urban environment which amplifies so many of his perceptions. He seeks to question the audience regarding their relationship with technology, for better or for worse - a relationship for which the artist himself is conflicted.

Chang is the artistic director of The Stallery, a Studio cum Gallery based on Stone Nullah Lane which collaborates with and exhibits emerging Hong Kong artists and where he creates.

His works are highly technical, incorporating futuristic composition whilst employing advanced digital media techniques. Previous works can be seen at <http://www.thestallery.com/art-photography/> and include the 'Post Human Dimension' series which marries his characteristic realist aesthetic with surrealist compositions, 'Falsely Implied' – a series which imposes new dimensions and spatial symmetry onto street scenes, exemplifying the atmosphere and vibrancy familiar to Hong Kong's neon-tinged history, and 'Frozen Fusion,' created in collaboration with artist, **Justin Y**, which shows the capacity for photography to manipulate and distort the physical world.

He was also granted permission to capture photographically Wan Chai's iconic 'Blue House,' before its reincarnation, and seeks to cherish and celebrate the districts history and to 'Keep Wan Chai weird'.

For immediate release

GALERIE ORA-ORA PRESENTS *BLACK: RECATEGORIZE*, A GROUP EXHIBITION FEATURING ARTISTS CARLA CHAN, JURI MARKKULA, ZHANG YANZI, HUANG DAN, XIAO XU, CINDY NG AND MARKING PATRICK NILSSON'S ASIA DEBUT

06 September – 13 October 2018



Left: Juri Markkula, *Desat Ground*, 2016, 150 x 150 cm, pigmented polyvinyl, polyurethane. Right: Zhang Yanzi, *Inescapable 1*, 2016, 150 x 150cm, gauze bandage, Chinese herbal medicine and etc. Both images courtesy of the artists and Galerie Ora-Ora.

HONG KONG – 18 August 2018 – Galerie Ora-Ora is delighted to present a group exhibition which seeks to challenge the audience perception and ask the question: ‘What is black?’ Bringing together works by seven pioneering artists, ‘*BLACK: RECATEGORIZE*’ will explore the dynamic and nuanced depictions of black - a colour often dismissed and disregarded due to its ubiquity. Through paintings, contemporary ink, new media and low-relief sculpture, the exhibition will seek to shed new light on this deepest of colours; at once rejecting and confirming a variation on the age-old maxim, that black is the new black.

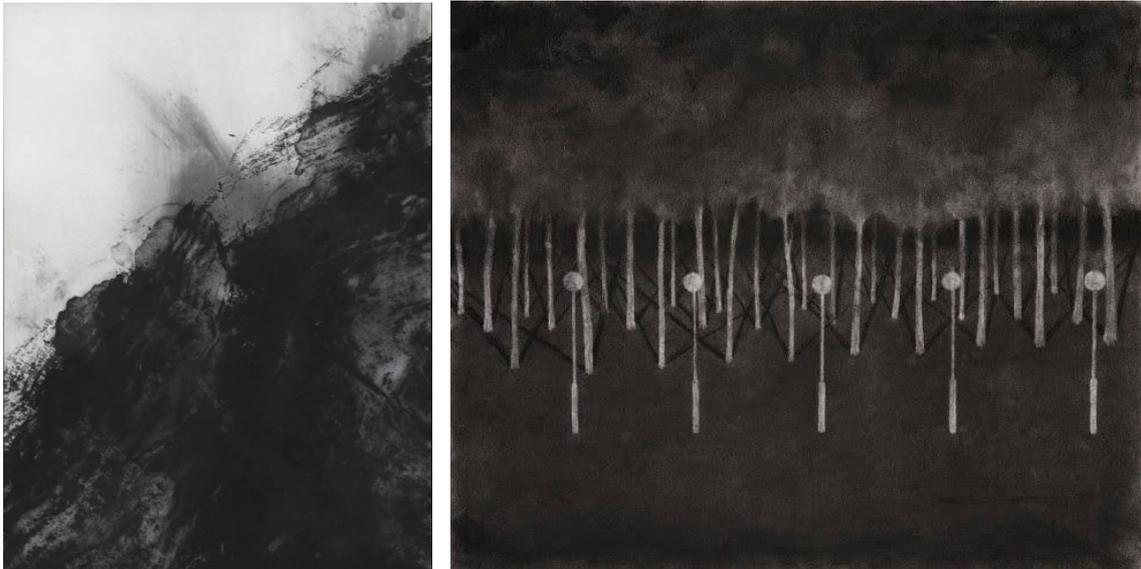
Black has often found itself to be but a ‘blank canvas,’ – adopted for a movement, an emotion, a statement. In a world where colour relays shorthand meaning, black has been appropriated as a totem by many, from Hells Angels to disaffected youth, from Queen Victoria’s mourning to Coco Chanel’s couture. There have been fleeting moments where black has been championed as something much more than nothingness or emptiness – in 1915 Russian avant-garde artist Kazimir Malevich subverted art history with the *Black Square*, which heralded the ‘modernism’ epoch in tumultuous style.

In ancient China, the concept of ‘black’ was often replaceable by the ‘Xuan’ colour (玄色). The meaning of ‘Xuan’ can be interpreted as “deep, profound, mysterious, philosophical”. Although the final form of the ‘Xuan’ colour is presented as the colour black, its connotation is far more than a darkness of appearance. Chinese Ink is recognized as multi-tonal. The existence of colour imagery is expressed by the mastery of the “five gradations of Ink” which allows for the same range of expression with the use of just one colour, black.

For the artists selected for this exhibition, black defies the simple convention of what black is. Presented collectively, the use of black in these works take the viewer on multiple journeys, each presenting a portal from our world into today’s richness of black itself, creating an opposite to nothingness and an opening into everything.

To begin, Ora-Ora introduces Patrick Nilsson, for the Swedish artist’s first time exhibiting in Asia. Nilsson’s works often play with the powerful contrast between black and white, delighting in the juxtaposition of structure and conformity with the nebulous and non-linear which he identifies in the natural and man-made world.

Carla Chan and Cindy Ng use the monochromatic but simplistic effect of black and white with great finesse. Both Carla Chan and Cindy Ng enjoy working at the intersection between natural beauty and the digital form. Chan revels in forming works which highlight the new iterations of natural beauty being realised as a result of human intervention. In Chan's works '*Blacken White #2*' and '*Between Happening #5*,' we see beauty through the ephemeral qualities of the natural world encapsulated by exquisite simplicity as black and white distort in equal measure. Her works, like dust held up in the wind, suggest fleeting moments with startling effect. In contrast, for Ng, art is constantly being created and destroyed, at sea, on land, in the sky. Ng seeks to confuse our convention by combining the technical artistry of more traditional Chinese ink art with the unstructured enigmatic rhythms of nature.



Left: **Carla Chan**, *Blacken White #2*, 2017, 50 x 37 cm, carbon powder reacted with acetone, glued and printed on paper. Right: **Patrick Nilsson**, *The Time of Year When the Day is Longer Than the Night*, 2011, 81 x 93cm, soft pastel on paper. Both images courtesy of the artists and Galerie Ora-Ora.

In Juri Markkula and Zhang Yanzi's work we see an alternative approach which both evokes Malevich's '*Black Square*' in obvious shape, but also in the subversion of the mundane and the aggregation of an idea in its purest form. For Markkula, '*Desat Ground*,' becomes an amplification and a natural culmination of his 'RGB' series, seen recently in Ora-Ora's '*Amplified*' shows. When Red Green and Blue are mixed, they should turn to white, but as we see here, it is the black which prevails – the difference between a digital and physical reality. The dark crevices and use of bespoke technological innovation create a nuanced piece showing the depth and natural beauty that black can produce. Zhang Yanzi's work is no less striking in execution and in tone, with '*The Inescapable*' challenging not only the viewer, but the artist herself, in her philosophical search for meaning in the human form and the path we are dealt to walk through life. The emblematic black square is here again but is at odds with itself in its representation of healing vs. death and decay.

To complete the show, we showcase works from Huang Dan and Xiao Xu. the inverted use of black in Huang Dan's compositions imbibe her work with an incandescent and bold atmosphere. The uncompromising choice of colour, coupled with the unique softness of touch, empower her depictions of nature with an atmosphere that is both ethereal and formidable. Cascading black waterfalls as seen in '*Incandescence*' and '*Unceasing*,' offer serene power when viewed in juxtaposition with Xiao Xu's '*Cold Mountain*,' where we enter a hyper-realist realm governed by unreality. Here our perceptions are awakened through his magical landscapes that retain the same vastness and majesty, whilst showing us an entirely different view of the world. Xiao Xu's fine ink works use the complete totality

of black and build a depth which shows that its potential is more than just a background or a counterpoint.

Henrietta Tsui-Leung, founder of Galerie Ora-Ora commented: "In 'BLACK: RECATEGORIZE' we are delighted to show works from a collection of acclaimed artists who utilize black as both a powerful, elemental force, and at the same time one of nuance and felicity. In a world where it is easier to look for light and colour, it is short-sighted to view black in such narrow terms. When in its monochromatic form, does an artwork leave trails of mystery and uncertainty, or in contrary, connect more directly with the viewer, opening up to the infinite possibility of personal connections and imagination? BLACK: RECATEGORIZE" challenges the viewers to find new meaning in the familiar and conventional. The exhibition builds on a year of exploration and ambition, as 2018 has seen Ora-Ora recategorizing itself; a contemporary new art space, which embraces the future whilst revitalising the status quo."

- End -

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Gallery Opening Hours:

Monday – Friday from 10am to 7pm;
Saturdays 11am to 7pm

Linkedin post: [Orla Bance International Men's Day](#)

International Men's Day

As one of a small minority of women (circa 12%) in the construction industry, it might seem perverse that the subject of my first blog for a while is 'International Men's Day'. But while reading one of the few articles I could find about it yesterday, I was struck at what little prominence it is given, especially considering the wall-to-wall coverage International Women's Day rightly or wrongly receives. Many an erstwhile feminist might respond with the charged complaint that, 'every day is International men's day', but in an age where we are judged more immediately and severely than ever, we should be discussing and celebrating men's roles in our society, not making light of them.

Respectful coexistence

Conversations around toxic masculinity are an all-too-easy opportunity to bash men. While I am in no way defending unacceptable male behaviour, it is equally as important to have a mature and honest discussion which confronts the pressures that society, men and yes, even us women, put on men regarding their roles and behaviours. Expectations of what a 'real man' is still remain - perhaps especially in construction. If we are honest, we can see these inherent biases in the way we talk and think—be that discussing the stigma of men's mental health or a man's role in child-rearing. Celebrating men for the positive things they do and encouraging a conversation about gender-roles built on mutual respect is what I hope this article can offer.

A Woman's view of a man's world

Working as a boardroom consultant in an industry overwhelmingly populated by men has without doubt been a challenge, one which I have and will continue to speak out about. Being brutally honest, when it comes to construction, there are still some lingering attitudes from the 70's and beyond—although my experience is that these are few and far between now. I feel proud of my achievements in such an environment, but that topic is for another day. My experience has, however, afforded me a rather unique opportunity to view the behaviour and attitudes of an overwhelmingly male industry from the inside, and with an unbiased but critical eye— it's not all bad!

Celebration beats denigration

One thing I want to make clear here and now, is that this is not a knowing nod to the negativity of men, a smiling article full of back-handed compliments and off-camera eye rolls. I enjoy working with men and see many properties and characteristics in the course of my day which as a woman sometimes surprise me in a very positive way. What I have discovered though, which should be relatively obvious, but seems quite divisive to say in this day and age, is that we are all different. We should celebrate and learn from these differences positively, without a need to always segregate and confine.

I want to celebrate what men can and do contribute, and maybe try to highlight what they also have to deal with.

Men want, and deserve more

So to the positives. In an industry which has existed since man (I use the term generically—I'm sure there were a few early-adopting women builders and hunters out there in the bronze age) picked up a tool and scratched an image in a cave, construction could not have an image more dominated by stereotypical masculine tropes – the strong, the silent, rugged, gruff, unemotional, stoic, muscular, I could go on. While the entry of women into the profession has definitely addressed some of these stereotypes, there is no doubt that men are also embracing and being much more than that which those narrow characterisations portray. Men want to be more than these images portray, but it is a tough battle to stand out and go against 'the norm', especially when people's harsh judgements are themselves often borne of fear and anxiety.

I find the men I work with to be committed, dynamic and respectful and increasingly more willing to bring their vulnerability to the table when it comes to ensuring not the easiest, but the best choices are made—for the good of the job, their colleagues and indeed for society generally. These are topics which I think have weighed down men more than maybe women have appreciated, and indeed 'we' may have even contributed to, in a wider, societal sense. For every woman's anxiety with body image, being a good enough mum, being better than their male counterparts or having it all, men have different but equally awful expectations to navigate—being seen as weak, being the breadwinner, being a 'real man', being told to 'man up' and countless other, often hidden, examples that we may naively brush aside as archaic ideals.

From boys to men

For me, mental health has become the main focus for which we are failing men. As a mother to three young boys, I am acutely aware of the difficulty raising boys in a society where they are being asked to right the wrongs of long-held historic norms, without being offered the tools and education to do so. There is a strong expectation on boys and men to be better, but this can have crushing implications and ruin lives when every action and word is judged with immediate and potentially grave consequences. The behaviour and attitudes of our young men tomorrow are the product of their education and environment today.

We are all in need of support - it's time to embrace vulnerability

Men must have their own place in our society and must be championed by strong leaders and role models. I hope that if the past year has shown us anything positive, it's that it's ok to not be ok. Our stereotypes of men in the workplace need to change to become more inclusive and welcoming, to encourage all that vulnerability is not weakness, and to move away from the toxicity of the masculine stereotype within construction.

Be the change

I ask you to join me in celebrating men on International Men's Day with as much gusto and positivity as on any other day and hope we can take a step back to recognise the strength in the fabulously rich tapestry of a society which is only made stronger by diversification and embracing our differences. To remain strong in our industry, all organisations should be looking to embrace the change that diversity brings to the table, celebrating each segment with equal positivity. The seismic shift is happening, and

we are all learning along the way within the industry. We should continue to augment our leadership to embrace this movement - even, and especially, when uncomfortable.

<https://foothugs.shop/pages/about-us>

Page Title - About Us

Title Tag - About us - Read the Foothugs story - supplying superb slippers.

Meta description - At Foothugs we put your feet first. Retrace our footsteps and what we learnt along the way when it comes to slippers. From 2015 to the future of home footwear.

Foothugs are a small family business which designs and manufactures our own slippers for customers, by customers. Operating since 2015, we have sought to remain focused on providing our clients with the best quality products which solve their footwear needs and offer a little style at the same time.

We design our slippers with our customers in mind. Our only focus is on the happiness and satisfaction of those who honour us by buying our Foothug slippers. We want to keep you coming back time and time again to buy the best slippers they can find, from us.

For that reason, we are always experimenting, developing, and testing new product designs to match the tastes and preferences of our clients. We continually seek to improve our products to find the perfect combination of material and design that guarantees quality, improves the condition and circulation of your feet, and also looks and feels great.

It is a little-known fact, but Foothugs actually started out as purely a slipper shop. We originally sourced slippers for sale but did not manufacture any slippers ourselves. Very quickly we realised that the products we were selling were not giving our customers the best satisfaction or quality and we could do a lot better ourselves.

We want you to have a next-level foot experience—if you can't feel comfort and luxury when you are slipping around at home in your slippers, when can you? To make that dream a reality required a lot of work—we had a lot to learn and a lot of materials, designs and styles to try. This was not an easy task, but if you want to walk-the-walk, you have to talk-the-talk and after many different attempts and extensive research, we feel confident we have produced an unrivalled product which our customers love. We know this because we receive many messages and reviews from customers who love their Foothugs. It gives us tremendous pride to read people who have experienced relief and recovery from chronic painful conditions—like plantar fasciitis. We are pleased we can offer this support and fulfil our aim of proving protective and safe slippers for your feet.

Our approach to your feet:

- Customer first – we want our customers to benefit most from our slippers
- Highest quality—we want to make slippers using only the highest quality materials. We care about every detail.
- No machine will replace a human when it comes to care and heart—all our slippers are handmade labours of love.
- Less marketing—we believe the quality of our slippers speak for themselves and the words of our customers are better than any paid advertising.

We remain thankful to our customers for your valued and constructive feedback—we always listen to every comment and bear that in mind when we look to construct the latest improvements to our technical designs.

Over the years we have received many kind and helpful comments—all of which have truly helped us design a slipper which conquers modern life in a scientific but stylish manner. We look forward to many more years of making the finest slippers for you to ensure we can all enjoy great foot health at an affordable price.

And that's why customer feedback, from you, is so vitally important. We always welcome feedback and encourage you to contact us with any issue you might like to discuss—from slipper design to the smallest delivery detail; it is only with your support that we can continue to offer the finest quality products and the best customer service.

As a brand, we believe we can only earn our customer's, your trust, by offering exceptional value for money. We are not only affordable but also committed to offering customer service which is second to none to ensure you remain happy across the entire Foothugs experience—from searching for our website to popping on those soft comfortable slipper and giving your feet that special hug.

Our primary areas of focus are quality, comfort, and maximising your foot health—we want you to always put your best foot forward. Our slippers are made from supremely comfortable but supportive memory foam insoles which cradle your feet and give them the structure and positioning they need.

We offer a range of sizes and styles which accommodate regular to wide-fitting feet. We also offer slippers with an adjustable Velcro tab to provide better support for larger feet or for those with a higher instep. This open-toed design also allows for exceptional aeration of the foot.

Join us on social media and interact with our team—we can't wait to hear from you and are excited to learn what you have to say. Get in touch to inform our design, fit and style direction.

Like our page and follow us for an opportunity to win special gifts and be first for all the latest Foothug news regarding products, giveaways and sales.

<https://foothugs.shop/collections/mens-slippers/products/foothugs-mens-mule-slippers-desert>

Shopify description - Men's slipper (MLK)

FEET FIRST – Designed with posture in mind, Foothugs use memory foam insole construction and arch support.

PREMIUM MATERIALS – Only the finest natural suede leather upper and robust EVA sole.

ODOUR FREE – Natural leather means your feet can breathe easy – and so can you!

BEST FOOT FORWARD – Walk tall with slippers to match your style.

HUG YOUR FEET - Long lasting and supremely comfortable. Like walking on air.

GIFT THEM A HUG – Premium packaging make Foothugs the perfect gift, ready to give.

Title tag - Men's 100% suede leather & memory foam slippers | Foothugs

Meta description - Slip on stylish men's slippers to keep your feet snug. Foothugs mules focus on quality and comfort, featuring natural suede leather and memory foam support.

General description - Men's slipper (MLK)

It's easy to neglect the feet, they do their job day after day, one foot after the other. But with 52 bones between them, they make up a quarter of all bones in the body.

Isn't it time you gave them a little love and a proper hug—a Foothug?

Whether it's slipping around the house, working from home, or putting out the bins, we wear our slippers more than any other footwear—so it's worth investing in a pair that will keep you in comfort and warmth all year round, without producing any nasty odours.

For those who demand quality, our stylish mules are rewriting the rules. Foothugs are made with the finest materials - 100% suede leather uppers and orthopaedic grade memory-foam insoles. This means your slippers will remain breathable and odour-free whether in the depths of winter, or the height of summer. Stay cool and fresh with these relaxed but snug slippers—when all you want is feet that look and feel great.

But our Foothugs don't stop at comfort. We know the increase in time on our feet means an increase in foot pain and posture-related conditions. That's why we have designed our Foothugs with arch support and ergonomic fit in mind—to maintain correct posture, even when you are kicking back.

Firm at first, give these a few days to bed-in and then you'll feel like you're walking in the clouds.

Give your feet the snug hug they desperately deserve, give them a Foothug—the most comfortable slippers you've ever worn.

<https://foothugs.shop/collections/mens-slippers/products/foothugs-mens-leather-natural-fur-lining-slippers-carmel>

Shopify description - MENS WOOL - Men's sheepskin-lined slipper (MW)

A WARMING HUG – 100% natural sheepskin lining to keep your feet fire-side toasty all winter long.

FEET FIRST – Designed with posture in mind, Foothugs offer memory foam insole construction and arch support.

PREMIUM MATERIALS – Only the finest suede leather upper and robust EVA insole.

BEST FOOT FORWARD – Slippers to match your style.

HUG YOUR FEET - Long lasting and supremely comfortable. Like walking on air.

GIFT THEM A HUG – Premium packaging make Foothugs the perfect gift, ready to give.

Title tag - Men's winter sheepskin slippers - 100% suede leather | Foothugs

Meta description - Discover smart sheepskin slippers to keep your feet toasty and supported. Generous natural fibres and suede leather to give you warm, fresh feet all year long.

General description - Men's sheepskin-lined slipper (MW)

When it comes to our feet, we all want them to feel toasty and snug, like a good old hug. Whether you are sitting by the fire, slipping around the house, or even putting out the bins your feet deserve the warm, comfortable hug of a premium slipper—a Foothug. They even come wrapped in a stylish suede finish, making them the perfect gift for even the most discerning recipient.

For those who demand quality, our sheepskin-lined mules are rewriting the rules. Foothugs are made with the finest materials - 100% suede leather uppers and orthopaedic grade memory-foam insoles. This means they will remain breathable and odour-free in the depths of winter—when they are working day and night. Or cool and fresh in the summer—when all you want is feet that look and feel great.

We use premium sheepskin to line our deluxe Foothugs, offering a thicker, more durable texture and ensuring an even more luxurious feel—slip-ons fit for a King of the couch.

But our Foothugs don't stop at comfort. We know the increase in time on our feet means an increase in foot pain and posture-related conditions. That's why we have designed our Foothugs with arch support and ergonomic fit in mind—to maintain correct posture, even when you are kicking back.

Firm at first, give these a few days to bed-in and then you'll feel like you are walking in the clouds.

Give your feet the warm and comforting hug they desperately deserve, give them a Foothug—the most comfortable slippers you've ever worn

<https://foothugs.shop/collections/mens-slippers/products/open-toe-adjustable-mens-slippers-carmel>

MENS OPEN TOE - Men's adjustable open-toed slipper (MW)

FEET FIRST – Designed with posture in mind, Foothugs offer memory foam insole and medium arch support.

PREMIUM MATERIALS – Only the finest natural suede upper and robust EVA sole.

ODOUR FREE – Open-toe design means your feet can breathe easy – and so can you!

STEP UP - Velcro-adjustable upper - perfect for wider feet or a high instep.

HUG YOUR FEET - Long lasting and supremely comfortable. Like walking on air.

GIFT THEM A HUG – Premium packaging make Foothugs the perfect gift, ready to give.

Title tag - Men's open-toe Velcro-adjustable suede slippers | Foothugs

Meta description - Wider feet or a high instep? Look no further than our Velcro-adjustable slippers - support and style by way of memory foam insoles and natural suede leather.

GENERAL DESCRIPTION

It's easy to neglect the feet, they do their job day after day, one foot after the other. Isn't it time you gave them a little love and a proper hug—a Foothug?

We are all unique. Sometimes average doesn't quite cut it. We are stepping up for those whose are more than average, for those with feet which don't quite fit the mould. Our Velcro-adjustable mules mean you will never be in discomfort in your own home again. Perfect for those with high insteps or wider feet, our infinitely adjustable suede slippers can be fitted to your exact requirements and readjusted as necessary in a moment's notice.

Whether it's slipping around the house or putting out the bins, we wear our slippers more than any other footwear—so it's worth investing in a pair that will keep you in comfort and warmth all year round, while minimising unpleasant odours.

Our Velcro-adjustable mules are re-writing the rules. Foothugs are made with the finest materials - 100% suede leather uppers and orthopaedic grade memory-foam insoles. This means your slippers will remain breathable and odour-free whether in the depths of winter, or height of summer. Stay cool and fresh with these snug yet stylish mules—when all you want is feet that look and feel great.

But Foothugs don't stop at comfort. We know the increase in time on our feet means an increase in foot pain and posture-related conditions. That's why we have designed our Foothugs with full arch support and ergonomic fit in mind—to maintain correct posture, even when you are kicking back.

Firm at first, give these a few days to bed-in and then you'll feel like are walking in the clouds.

Give your feet the snug hug they desperately deserve, give them a Foothug—the the most comfortable slippers you've ever worn.

<https://foothugs.shop/collections/mens-slippers/products/foothugs-mens-felt-slippers-dark-brown>

MEN'S FELT – Men's Felt Mule Slipper (MFZ)

TREAT YOUR FEET – Designed with posture in mind, Foothugs offer memory foam insoles and medium arch support.

PREMIUM MATERIALS – felt upper, stylish suede trim and a durable EVA sole.

HEART-FELT - Forgiving felt offers comfort and stimulates circulation.

SLIP ON SOME STYLE – Look good, feel good. Whatever the weather.

HUG YOUR FEET - Long lasting and supremely comfortable. Like walking on air.

SHARE A HUG – Beautiful premium packaging make Foothugs the perfect gift, ready to give.

Title tag - Men's stylish felt slippers with memory foam insole | Foothugs

Meta description - Step into stylish men's felt slippers - keep your feet snug. Foothugs use soft cotton-padded inners, felt outers and memory foam insoles for unrivalled comfort.

GENERAL DESCRIPTION

It's easy to neglect the feet, they do their job day after day, one foot after the other. But with 52 bones between them, they make up a quarter of all bones in the body.

Isn't it time you gave them a little love and a proper hug—a Foothug?

That's why we wanted a style which accentuated soft, comfortable gloves for your feet. Something a bit different – casual, but still stylish. Using supple, forgiving felt, we've created a supremely comfortable slipper that will keep your feet breathable and odour-free all year round, without compromising on comfort. Although felt feels delicate and refined to the touch, it's also highly durable, meaning you can have a kick about in the garden or just kick back and relax – either way, let your Foothugs take care of those toes' morning, noon and night.

Whether it's slipping around the house, working from home, or putting out the bins, we wear our slippers more than any other footwear—so it's worth investing in a pair that will offer protection, breathability and warmth all year round.

For those who demand quality, our stylish mules are rewriting the rules. Foothugs are made with the finest materials – super soft felt uppers look good and feel even better. Feel smug with feet hugged in comfort and warmth, while the custom designed orthopaedic grade memory-foam insoles give support and strength, just where you need it. Stay cool and fresh with these relaxed but snug slippers—when all you want is feet that look and feel great.

But Foothugs don't stop at comfort. We know the increase in time on our feet means an increase in foot pain and posture-related conditions. That's why we have designed our slippers with arch support and ergonomic fit in mind—to maintain correct posture, whatever you are up to.

Firm at first, give these a few days to bed-in and then you'll feel like you're walking in the clouds.

Give your feet the snug hug they desperately deserve, give them a Foothug—the most comfortable slippers you've ever worn.

<https://foothugs.shop/collections/womens-slippers/products/leather-womens-slippers-pink>

Shopify description - Women's slipper (DLK)

TREAT YOUR FEET – Designed with posture in mind, Foothugs offer memory foam construction and arch support.

PREMIUM MATERIALS – Only the finest natural suede upper and robust EVA sole.

ODOUR FREE – Natural leather means your feet can breathe easy, and so can you!

SLIP ON SOME STYLE – Look good, feel good. Catwalk into the kitchen.

HUG YOUR FEET - Long lasting and supremely comfortable. Like walking on air.

SHARE A HUG – Beautiful premium packaging make Foothugs the perfect gift, ready to give.

Title tag - Stylish women's slippers - 100% natural suede leather | Foothugs

Meta description - Step into luxury with our snug supportive women's slippers and give your feet the hug they deserve. Offering memory foam insoles and a colourful suede upper.

General description - Women's slipper (DLK)

When it comes to our feet, we all want to feel toasty and snug, like a loving hug.

But we know comfort just isn't enough—Women are four times more likely to have foot problems compared to men, probably because the average woman walks 3 miles a day more than the average man.

Whether it's slipping around the house, business casual at the home office or even nipping to the shops, your feet deserve that comfortable but luxuriant hug—a Foothug.

For those who love quality, our stylish mules are rewriting the rules. We make Foothugs with the finest materials - 100% suede leather uppers and custom designed orthopaedic grade memory-foam insoles. This means your slippers will remain breathable and odour-free whether in the depths of winter, or the height of summer. Stay cool and fresh with beautiful suede slippers to make you want to dance—when all you want is feet that look and feel great.

The increased time on our feet and the sharper the heels we wear mean an increase in foot pain and posture-related conditions. That's why we have designed our Foothugs with full arch support and ergonomic fit in mind—to maintain correct posture, whether you are kicking back or walking tall.

It's easy to assume comfort comes at the expense of elegance. But that's not our style at all. Wrapped in a sleek suede finish, and available in several striking colour ways, they make the perfect gift for even the most discerning loved one. They'll be Catwalking into the kitchen like Nigella.

Firm at first, give these a few days to bed-in and then you'll feel like you're walking in the clouds.

Give your feet the snug hug they desperately deserve, give them a Foothug—the most comfortable slippers you've ever worn.

<https://foothugs.shop/collections/womens-slippers/products/ladies-suede-slippers-wool-blue>

Shopify description - Women's sheepskin-lined slipper (DWW/DWL)

WARMING HUG – 100% natural sheepskin lining to keep your feet fire-side toasty all winter long.

TREAT YOUR FEET – Designed with posture in mind, Foothugs offer arch support and memory foam insoles.

PREMIUM MATERIALS – Only the finest suede upper and robust EVA sole.

SLIPPERS OF STYLE – Look good, feel good. Catwalk into the kitchen.

HUG YOUR FEET - Long lasting and supremely comfortable. Like walking on air.

SHARE A HUG – Beautiful packaging make Foothugs the perfect gift, ready to give.

Title tag - Women's sheepskin slippers - 100% suede leather | Foothugs

Meta description - Give your feet a deserving and luxurious hug, with our finest sheepskin women's slipper. Featuring memory foam insoles and a choice of vibrant, stylish suede.

General description - Women's sheepskin-lined slipper (DWW/DWL)

When it comes to our feet, we all want them to feel toasty and snug, like a loving hug.

Whether you are sitting by the fire or slipping around the house, your feet deserve that warm, luxuriant hug—a Foothug.

But we know comfort just isn't enough—Women are four times more likely to have foot problems compared to men, probably because the average woman walks 3 miles a day more than the average man.

For those who love quality, our sheepskin-lined mules are rewriting the rules. Foothugs are made with the finest materials - 100% suede leather uppers and orthopaedic grade memory-foam insoles. This means they will remain breathable and odour-free in the depths of winter—when they are working day and night. Or cool and fresh in the summer—when all you want is feet that look and feel great.

We use premium sheepskin to line our deluxe Foothugs, offering a thicker, more durable texture and ensuring an even more luxurious feel—slip-ons fit for a Style Queen.

It's easy to assume comfort comes at the expense of elegance. But that's not our style at all. Wrapped in a sleek suede finish, and available in several striking colour ways, they make the perfect Christmas gift for even the most discerning loved one. They'll be Catwalking into the kitchen like Nigella.

The increased time on our feet and the sharper the heels we wear mean an increase in foot pain and posture-related conditions. That's why we have designed our Foothugs with full arch support and ergonomic fit in mind—to maintain correct posture, whether you are kicking back or walking tall.

Firm at first, give these a few days to bed-in and then you'll feel like you're walking in the clouds.

Give your feet the snug hug they desperately deserve, give them a Foothug—the most comfortable slippers you've ever worn.

<https://foothugs.shop/collections/womens-slippers/products/suede-open-toe-womens-slippers-blue>

Shopify description - Women's open-toe slipper (DOP)

TREAT YOUR FEET – Designed with posture in mind, Foothugs offer arch support and memory foam insoles.

PREMIUM MATERIALS – Only the finest natural suede upper and robust EVA sole.

ODOUR FREE – Open-toe design means your feet can breathe easy, and so can you!

SLIP ON SOME STYLE – Catwalk to the pool. Look and feel effortlessly cool.

HUG YOUR FEET - Long lasting and supremely comfortable. Like walking on air.

SHARE A HUG – Beautiful packaging make Foothugs the perfect gift, ready to give.

Title tag - Women's open-toed slippers - 100% natural leather | Foothugs

Meta description - Discover a stylish women's slipper for summer or winter. Our colourful open-toed mules match a luxury suede finish with supportive memory foam insoles.

General description - Women's open-toe slipper (DOP)

When it comes to our feet, we all want to feel toasty and snug, like a loving hug. Whether we are slipping around the house in joggers or tipping round the holiday pool in style, your feet deserve that soft luxuriant hug—a Foothug.

For those who love quality, our open-toed mules are rewriting the rules. Foothugs are made with the finest materials - 100% suede leather uppers and custom designed orthopaedic grade memory-foam insoles. This means your slippers will remain breathable and odour-free whether in the depths of winter, or the height of summer. Stay cool and fresh with these open-toed slippers—when all you want is feet that look and feel great.

But we know comfort just isn't enough—Women are four times more likely to have foot problems compared to men, probably because the average woman walks 3 miles a day more than the average man.

The increased time on our feet and the sharper the heels we wear mean an increase in foot pain and posture-related conditions. That's why we have designed our Foothugs with full arch support and ergonomic fit in mind—to maintain correct posture, whether you are kicking back or walking tall.

Firm at first, give these a few days to bed-in and then you'll feel like you're walking in the clouds.

Give your feet the snug hug they desperately deserve, give them a Foothug—the most comfortable slippers you've ever worn.

<https://foothugs.shop/collections/womens-slippers/products/womens-felt-slippers-blue>

WOMEN'S FELT - Women's Felt Mule Slipper (DFZ)

TREAT YOUR FEET – Designed with posture in mind, Foothugs offer memory foam insoles and medium arch support.

PREMIUM MATERIALS – felt upper, stylish suede trim and a durable EVA sole.

HEART-FELT - Forgiving felt offers comfort and stimulates circulation.

SLIP ON SOME STYLE – Look good, feel good. Catwalk into the kitchen.

HUG YOUR FEET - Long lasting and supremely comfortable. Like walking on air.

SHARE A HUG – Beautiful premium packaging make Foothugs the perfect gift, ready to give.

Title tag - Stylish women's slippers - 100% natural suede leather | Foothugs

Meta description - Step into luxury with our snug women's felt slippers and give your feet the hug they deserve. Slip into memory foam insoles and a warm, comfortable felt lining.

GENERAL DESCRIPTION

When it comes to our feet, we all want to feel toasty and snug, like a loving hug.

But we know comfort just isn't enough—Women are four times more likely to have foot problems compared to men, probably because the average woman walks 3 miles a day more than the average man.

That's why we wanted a style which focused 100% on wrapping your feet in a soft, protective layer. Using supple felt, we've created a supremely stylish slipper that will let your feet breathe all year round, without compromising on comfort. Although felt feels luxurious to the touch, when offered in this neutral tone is the perfect footwear for everyday tasks around the home, so you can maintain a stylish but understated look.

Whether it's slipping around the house, business casual at the home office or even nipping to the shops, your feet deserve that comfortable but luxuriant hug—a Foothug.

For those who love quality, our stylish mules rewrite the rules. We make Foothugs with the finest materials – super soft felt uppers look good and feel even better. Feel smug with feet hugged in comfort and warmth while the custom designed orthopaedic grade memory-foam insoles give support and strength, just where you need it.

The increased time on our feet and the sharper the heels we wear mean an increase in foot pain and posture-related conditions. That's why we have designed our Foothugs with full arch support and ergonomic fit in mind—to maintain correct posture, whether you are kicking back or walking tall.

It's easy to assume comfort comes at the expense of elegance. But that's not our style at all. Wrapped in neutral felt, these supremely comfortable mules offer subtle suede finishing in a variety of tasteful colours, making them the perfect gift for even the most discerning loved one. They'll be Catwalking into the kitchen like Nigella.

Firm at first, give these a few days to bed-in and then you'll feel like you're walking in the clouds.

Give your feet the snug hug they desperately deserve, give them a Foothug—the most comfortable slippers you've ever worn.

Product Features

100% Natural Suede Leather Upper

Being a natural fibre, leather offers a highly breathable fabric to keep your feet cool whilst remaining stylish. Ventilation is maintained with added design perforations. We use leather as it matches soft comfortable fit, with durable, long-lasting performance.

Memory Foam Insole

Designed to address foot and posture comfort specifically, our carefully constructed memory foam insole with integrated arch support provides a hard-wearing but supremely comfortable footbed to ensure your feet and you remain fit and in good health.

Flexible Non-Slip EVA Sole

Although they are called slippers, the last thing you want them to do is slip! We use robust but highly flexible EVA foam to ensure your Foothugs are both built to last and bouncy enough to provide perfect cushioning for your feet. Designed so you won't lose grip or that feeling of walking on air.

Natural Sheepskin lining

Natural sheepskin offers thick, luxurious comfort in a highly breathable and hygienic finish. Our choice of material ensures a snug and toasty fit which will still help your feet to breathe more and sweat less, reducing the risk of infection or ailment.

Natural leather lining

Why scrimp on quality when it comes to your feet? We use 100% natural leather to line our slippers and ensure your feet can breathe and move with consummate ease. Leather will give and support without losing durability, meaning they will feel just as tomorrow as they did today.