

# Etu & Evans TM

Footprints



Celebrity shoe designer Etu Evans™ has been hailed by Footwear News as the Prince of Luxe Footwear and accessories. Time Out New York reports "His sexy irreverent heels have earned him Blahnik status, and the shoe fits" (April 2003). Shoe siren Star Jones exclaimed, "I have to have that shoe in a size 10!" on the "Hottest Designer" segment of ABC's syndicated program The View. Evans has been featured on America's Next Top Model, Good Morning America, Fox5's Good Day New York, Access Hollywood, and was chosen by Ebony magazine as one of their leaders of the future (February 2003). SHuz magazine (Spring 2004) states, "Adoring fans are going so far as to dub Evans as the strongest contender in the Blahnik and Jimmy Choo arena". His beguiling creations have captured the attention of Ducati, Parisian fashionistas and publications such as Harper's Bazaar, Elle, Spanish Marie Claire, Essence and UK In Style just to name a few. Etu continues to leave footprints on the runways of the 7<sup>th</sup> on 6<sup>th</sup> fashion shows and has adorned the bodies of Beyonce, Erykah Badu, Lil Kim, and supermodels Ana Hickman, Tyra Banks, Iman, and Roshumba. Futher, he has received phone calls from such starlets as Madonna and Sharon Stone for his stilettos. Bergdorf Goodman in New York, as well as Neiman Marcus, Saks and Nordstrom stores domestically will service his patrons exclusively. Etu Evans™ will nestle his showrooms in Paris and New York. He concedes, "Etu Evans™ is a lifestyle... The result of a long French kiss with a massage of American mystique". The designer's footprints can be traced from Planet Harlem™ down to Madison Avenue. His boutique was chosen by Black Enterprise as one of their top places to frequent in New York (March 2003). Mr. Evans was selected for a TONY Shopping Award from Time Out New York (August 2003), and is the current recipient of the Crain's Small Business of the Year award and Martell Cognac Rise Above ad campaign contract saluting visionary men (2004). Additionally, he's the recipient of the Citizen of the Year award from the Xi Phi Chapter of Omega Psi Phi fraternity (2004).

Etu Evans,™ the company's founder and chief shoemaker was heavily influenced by his Grandmother Queen Esther's vibrant collection of shoes, hats and jewelry. Established in 1993, the company began designing millinery and jewelry, and has since expanded to include footwear, handbags and small leather goods for men and women. A 4.0 graduate of Columbia University Master's Degree program, Evans uses his behavioral training to capture the character of his subjects through sensual curves and lines found in the aesthetic of his greyhound mascot. He exclaims, "Shoes are the ultimate narrator. They tell everything about one's spirit, sex, status and style. My shoes are for the bedroom, boardroom and the ball. I give women what they didn't know they wanted and men courage to embrace their convictions."

The gifted and enigmatic intellectual is a member of Omega Psi Phi Fraternity, Inc. and a graduate of SC State University, and the Fashion Institute of Technology in Accessory design. In addition to this he studied footwear and marketing at The Parsons School of Design in New York City. Formerly Etu Evans™ served as an Adjunct Professor at Medgar Evers College and as Assistant Director of The Institute for Youth Entrepreneurship. Currently, he is an Adjunct Professor in the Fashion department at Berkeley College in White Plains, NY. He has established and implemented behavioral programs for the affluent in France and Italy and has lectured throughout the Eastern boardwalk with an emphasis on grooming, business and motivational topics. Mr. Evans is also the founder of the Solesville foundation which provides youth with footwear to enhance their professional attire in the US, Africa and the Caribbean.