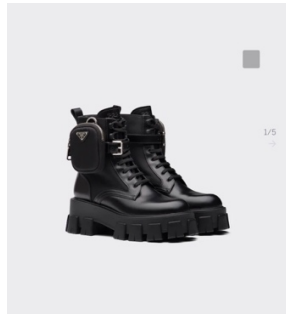


## If the shoe fits, wear it !



Monolith leather and nylon fabric boots



Prada boots with tractor trek soles are among the top ten hottest fashion trends. For the past two years, chunky shoes have dominated both the runway and street style. The popularity of these nylon boots grew as a result of the trickle-down effect The Prada monolith boot first appeared on the fall/winter 2019 runway in January for the men's show, then again in February for the women's show, and it quickly became a hit. Since 2019, getting a pair has been difficult, and when they were restocked, they were quickly sold out. Every prominent/ and or fashionable person seems to have a pair. These boots were quite adaptable. We see these chunky shoes are styled with long dresses, body suits, short skirts, leggings, sweatpants and other items. These celebrities who wear the boots demonstrate current trends, and what is new to wear begins to determine fashion. These boots are more popular than ever, long lasting and timeless wardrobe staple. Many people today are attempting to replicate the celebrities fashion sense, but the Prada boot is out of most people price range. The Chelsea boot, which cost less than 200 is a good substitute because it gives off that same vibe. Prada boot cost over \$1000 and many of other manufacturers have imitated the boot appearance. The Chelsea boot look much more luxurious

than they are. The target market for the Prada boot would be wealthy, fashion-conscious individuals between ages 18-30.