

STYLE # 02

NAME: THE SHANNON

DESCRIPTION: Sling back stiletto with heart charms  
attached on sides, AB Crystals on platform and heel

BRAND: Talia Tarrah (Jennifer Reid Designs)

SAMPLE SIZE: 8 WOMENS

SIZE RANGE: 5-12

FABRIC & MATERIALS: Clear lucite, blush nude  
leather, blush nude suede sock liner, AB stones,  
heart charms

DATE: 7/2012

REVISED: 8/2012

TECHNICAL DESIGNER: THE HOUSE



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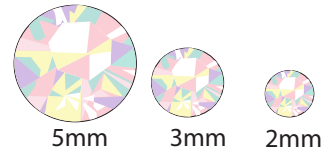
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SWAROVSKI CRYSTAL AB STONES  
XILION FLAT BACK HOT FIX ROUND



ROUND STONES - 3 SIZES FOR HEEL  
AND PLATFORM  
CRYSTAL AB

WOMEN'S PEEP TOE SLING BACK PUMP

- CLEAR LUCITE HEEL AND PLATFORM
- 5.7" HEEL
- 1.6" PLATFORM
- PEARLIZED NUDE LEATHER UPPER
- BLUSH NUDE LEATHER INSOLE AND SUEDE LINER
- MEMORY FOAM INSOLES
- CRYSTAL COVERED HEART CHARMS ATTACHED ON SIDES OF SHOE
- 3 SIZES OF ROUND CRYSTAL AB STONES COVERING HEEL AND PLATFORM IN FADING EFFECT (LARGE TO SMALL)
- NUDE HEEL TIP
- NUDE RUBBERIZED SOLE
- GOLD METALLIC TALIA TARRAH STAMPED LOGO INSIDE SHOE
- SHINY GOLD BUCKLE AT ANKLE ON SLING BACK STRAP

SUEDE (LINER)



PANTONE #  
13-1024 TCX

PEARLIZED LEATHER (UPPER)



PANTONE #  
13-1024 TCX

\*NOTE: USE BEST SIZE  
OF STONES TO FIT  
ON SHOE

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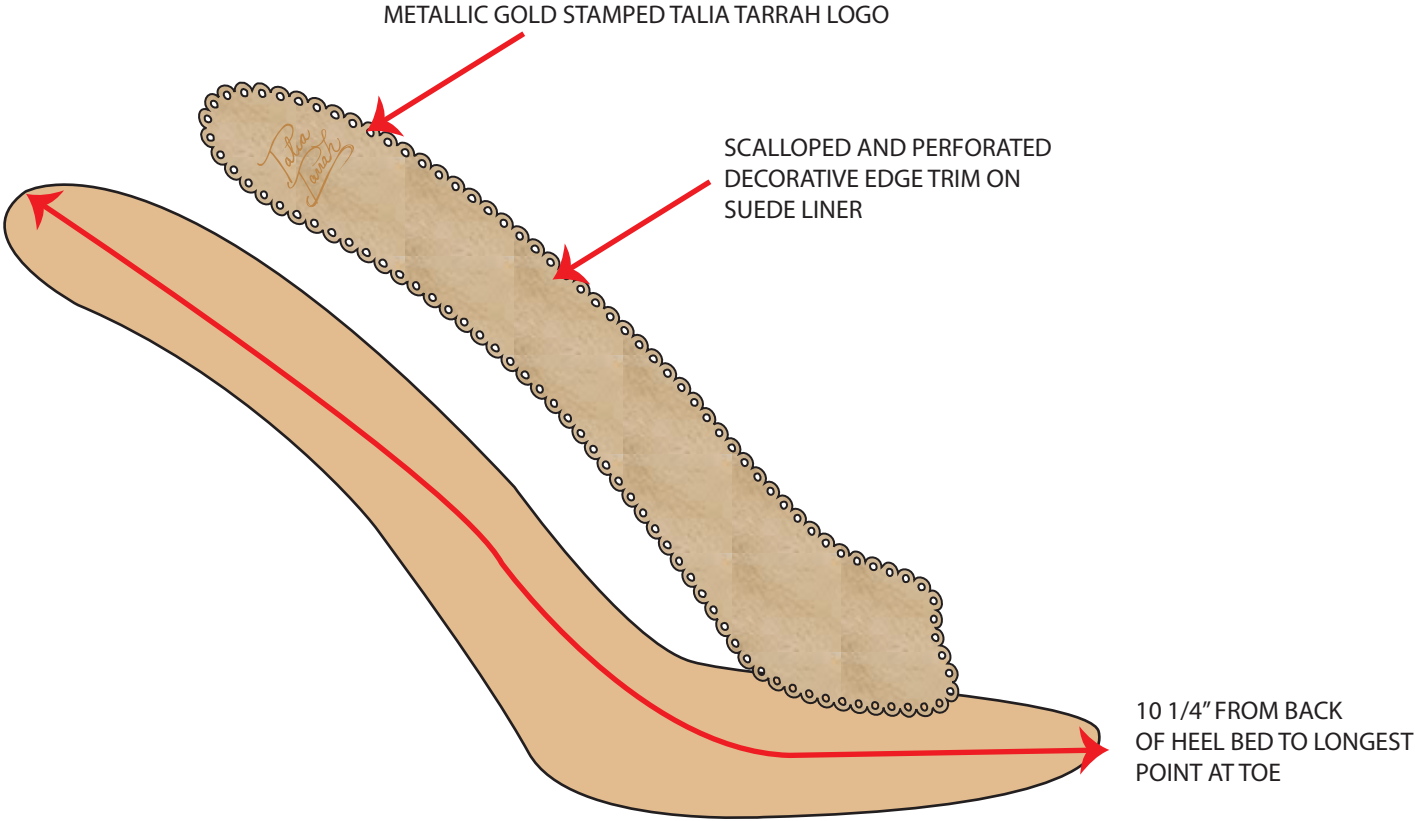
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# DETAILS VIEW

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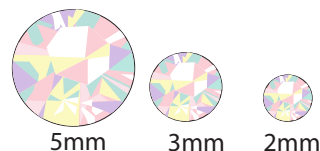
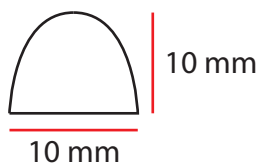
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TECHNICAL DESIGNER: THE HOUSE

NUDE/BEIGE HEEL TIPS

U-SHAPE

10x10 mm



ROUND STONES - 3 SIZES FOR HEEL  
AND PLATFORM  
CRYSTAL AB

5.7"  
HEEL  
HEIGHT



CLEAR LUCITE HEEL & PLATFORM  
FOR SHAPE, HEIGHT, AND COLOR  
OF LUCITE REFERENCE ONLY.  
HEEL TIP AND RUBBERIZED SOLE  
TO BE BEIGE/NUDE COLOR.

1.6" PLATFORM  
HEIGHT

HEART CHARM FOR SCATTERED  
PLACEMENT ON SIDES OF SHOE  
SILVER METAL OR SIMILAR  
MATERIAL WITH 2 MM  
CRYSTAL AB SWAROVSKI  
STONES PLACED ON HEART  
APPROX SIZE 1"  
\*USE BEST SIZE FOR CORRECT  
FIT

\*NOTE: USE BEST SIZE  
OF STONES TO FIT  
ON SHOE

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# FABRICS & TRIMS

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LEATHER EXAMPLE



SUEDE EXAMPLE



FOR TEXTURE EXAMPLE ONLY  
(NOT FOR COLOR MATCH)

SHINY GOLD METAL  
SMALL PIN BUCKLE  
\*IMAGE IS FOR SHAPE  
AND METAL FINISH REFERENCE



SUEDE (LINER)



PANTONE #  
13-1024 TCX

LEATHER (UPPER)



PANTONE #  
13-1024 TCX

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## LABELS & PACKAGING

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METALLIC GOLD STAMPED TALIA TARRAH LOGO  
PLACEMENT: INSOLE HEEL BED  
SIZE: SCALE DOWN TO FIT PROPORTIONALLY ON  
INSOLE HEEL BED

*Talia  
Tarrah*

### LOGO INSTRUCTIONS:

1. LOGO IS TO BE METALLIC GOLD - PLEASE SEE PANTONE NUMBER FOR REFERENCE
2. STAMPED LOGO ON FOOTBED OF ALL SHOES SAME POSITION - SCALE IMAGE TO FIT SHOE

METALLIC GOLD  
PANTONE # 13-0739 TCX



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\*NOTE: CHART ABOVE USED AS EXAMPLE FOR MEMORYFOAM INSOLE (CONTOURED FOOTBED). THIS IS NOT A REFERENCE FOR COLOR, SIZE, SHAPE OR DESIGN\*\*\*

\*\*\*CHART EXPLAINS MEMORY FOAM (OR SIMILAR BRAND PRODUCT) APPLICATION TO SHOE FORM. FOAM IS LAYERED BETWEEN THE SHOE FORM, ARCH SUPPORT, AND THEN SUEDE LINER IS PLACED ON TOP. THIS FOAM IS ADDED FOR EXTRA SUPPORT AND PADDING.

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**NOTES 8/2012 - REVISION 1**

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BRAND: TALIA TARRAH (Jennifer Reid Designs)	DATE: 8/28/2012 - <b>1st Edit after Sample Received</b>	

**PLEASE CHECK THAT ALL BUCKLE HOLES ARE SAME PLACEMENT ON ALL SHOES REQUIRING STRAP BUCKLE.**

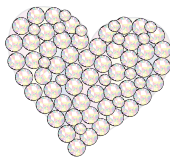
**ADD ANOTHER HEART AT THE END (1 SIZE SMALLER THAN THE SMALLEST HEART USED)**

5.7" HEEL HEIGHT

HEART CHARMS IN DIFFERENT SIZES, LARGEST AT TOE PIECE AND GRADUALLY GETTING SMALLER UP THE FOOT (SMALLEST AT ANKLE AREA)  
HEARTS ARE 1/8" TO 1/16" THICK METAL COVERED IN AB CRYSTALS.  
HEART CHARMS APPLIED ON BOTH SIDES OF SHOE

**ANGLE 2ND HEART ON EACH SIDE & MOVE ALL HEARTS CLOSER TOGETHER, ALMOST TOUCHING**

**ALL HEART CHARMS TO BE COVERED IN SAME STONES USED ON LUCITE - USE THE SMALLEST 2 SIZES USED ON LUCITE**



**HEART CHARM #6 - NEW SIZE ADDED TO MAKE TOTAL 6 DIFFERENT SIZE HEART CHARMS. #6 HEART CHARM IS TO BE THE SMALLEST OF ALL HEART CHARMS.**

BACK OF HEARTS COVERED IN LOW-GRADE LEATHER

**LARGEST HEART TO BE "PUFFED" OUT (NOT FLAT LIKE OTHER HEARTS)**

LEATHER "FLIP FLOP" STYLE TOE PIECE

**NO OVERLAPPING STONES**

1.6" ROCKING PLATFORM WIDTH

**COVER ALL AREAS OF LUCITE WITH STONES, USING ALL SIZES MIXED LIKE HEEL OF SHOE.**

**- DO NOT PLACE SAME SIZE STONES NEXT TO ONE ANOTHER  
- PLACE EXACTLY LIKE SAMPLE SHOE HEEL**

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### PICTURE OF SAMPLE ON FOOT



**ANGLE THIS HEART  
TO BE CLOSER TO BIGGEST  
HEART  
NO SPACES IN BETWEEN HEARTS**



**EXAMPLE OF PLACEMENT AFTER  
TURNING HEART #2.  
TRY TO COVER THE STRAP ACROSS  
FOOT TO MAKE THE STRAP LESS VISIBLE  
BY TURNING HEART CHARM #2 TO A  
SLIGHT ANGLE.  
PLACE HEARTS CLOSER  
TOGETHER ALMOST TOUCHING.  
ADD ONE MORE HEART CHARM (#6  
SMALLER THAN ALL THE REST) AT  
THE END OF THE ROW OF HEARTS  
TOWARDS THE HEEL.**

PAVE "PUFFED" HEART  
CRYSTAL AB

2" ACROSS AT  
WIDEST POINT

2" HEIGHT

1" THICK

**HEART CHARM #1 SHOULD BE PUFFED  
AND FILLED WITH SAME STONES USED ON  
LUCITE**

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THE HOUSE Pre-Production Services

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**ADD 1 MORE HEART CHARM  
SMALLER THAN LAST HEART ON  
EACH SIDE**

**FILL VISIBLE LUCITE WITH STONES  
FOLLOWING SAME TIGHTLY  
GROUPED POSITION AS ON HEEL  
CLIENT REALLY LIKES HOW STONES  
ARE PLACED ON HEEL - PLEASE  
USE THIS SAME PLACEMENT STYLE  
ON ALL AREAS OF LUCITE ON ALL SHOES.**

**CONTINUE STONES ALL THE  
WAY TO THE END OF LUCITE  
AT BOTH THE FOOTBED AND  
AT THE SOLE OF SHOE.  
NO LUCITE SHOULD BE SHOWING.**

**NO OVERLAPPING STONES**

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### NOTES:

#### HEART CHARMS

- ALL HEART CHARMS SHOULD BE FILLED WITH THE SAME CUT OF STONES AS THE SHOES AND FILLED WITH THE TWO (2) SMALLEST STONES USED ON SHOE
- MOVE THE HEART CHARMS THAT ARE NEXT TO THE LARGEST SIZE HEART TO CREATE A SLIGHT ANGLE
- MOVE HEART CHARMS SO THAT THEY ARE CLOSER TOGETHER, ALMOST TOUCHING
- ADD ANOTHER HEART CHARM AT THE END OF EACH SIDE BY THE HEEL THAT IS SMALLER THAN THE SMALLEST HEART CHARM CURRENTLY USED AT THE END (STONE #5, SEE ILLUSTRATION WITH NUMBERS ON EACH HEART)
- LARGEST HEART CHARM IN THE CENTER OF TOE AREA SHOULD BE **"PUFFED"** OUT (LIKE HEART CHARM USED ON MANDY SUE STYLE #1. ALL OTHER HEARTS TO REMAIN FLAT

#### STONES

- COVER ALL LUCITE AREAS WITH STONES, FOLLOWING SAME PLACEMENT AS THE HEEL
- NO LUCITE SHOULD BE SHOWING - STONES ON EVERYTHING **NO OVERLAPPING STONES**

**HOLE PLACEMENT IN STRAP FOR BUCKLE: PLEASE CHECK THAT ALL BUCKLE HOLES ARE SAME PLACEMENT ON ALL SHOES REQUIRING STRAP BUCKLE.**

**\*NOTE: DESIGNER LIKES THE TREAD ON SOLE OF PLATFORM AND HEEL TIP USED CURRENTLY ON THIS SAMPLE. PLEASE USE THESE ITEMS ON **ALL** SAMPLES.**

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