

THE HOLIDAY EDIT
Shop influencer and celeb picks and get Cash Back

Rakuten
Shop Now

Beauty & Style > Style

Platform Is Making Its Way Back This Fall Season, Will This Trend Stick, Let's Find Out?

It is time to switch up your shoe game....



Nuala Rafferty



Image by The Every Girl

We have circled back ladies and gentlemen to the 1970's where the platform shoe has become the latest fad. During that time, men and women would wear platform shoes and refer to it as the "party shoe" this is particularly around the disco era. Nowadays, it is versatile and can be worn casually, around town or even dressed up. Platform shoes have been around for a while, but they are now getting recognized by teens and even adults from multiple platforms such as TikTok and Instagram. Many people will purchase the platform sole mostly to increase their height. However, they are also making their way to the top again by brands creating new designs and products with platform soles.

Personally, the rise of platform shoes has made me interested in other brands where platform soles have been introduced like heels, loafers, Ugg boots, etc. The beautiful model Bella Hadid was spotted in the town of Los Angeles wearing the iconic platform Ugg boots and styling the shoes in her own way. These celebs can have a huge impact on the sale of these shoes. They can bring in their own fan base and help brands sell their recent and popular products, which in this case are platform shoes. The options are truly endless at this point since many brands today have been creating more designs using the platform sole. The platform sole of the shoe adds so much to one outfit and can improve your appearance massively. They can be worn with jeans, leggings, cargo pants, even a dress!

As of today, social media has made its wave on promoting platform shoes. TikTok and Instagram accounts have gone viral with new trends for women and men. As I was scrolling on TikTok one day, I saw multiple videos talking about the new biggest fashion trend and it was platform converse. Over the course of this year, Converse has become more popular because of their new launch of platform sneakers. Even your other favorite such as Steve Madden, UGG, Vans, Urban Outfitters, have dove into the newest fashion fad which is the famous platform shoes. Many other brands as of today are working on new ideas to continue with this trend, especially during the holiday season when the shoe racks are going to be wiped.

Shop The Latest Hottest Platform Shoes This Year



1

Platform Converse

The cutest and easiest shoe to pair with any look!

Jeans, Leggings, a dress, Anything!



2

UGG Platform Boots

Comfy and perfect for the upcoming cold weather

Put some fuzzy socks on and your boots and your good to go.



3

Steve Madden Slinky Platform Sandal

These sandals would pair perfectly with a flowy dress for a cute brunch.

Even could be worn with skirts to dress up your look.



4

Adidas Nizza Platform Shoe

The tennis shoes that everyone needs.

Classic white shoes that can be worn every day on a walk to the gym.

or even to run errands.

5

Run Star Hike Platform Seasonal High Top

Pop of color in your wardrobe,

Buy them quick for the fall time, they are selling fast.

