



Photos: MPTV Images and Original Playboy

Press Release, December 21, 2023

Original Playboy makes its debut at Pitti Uomo with a new Steve McQueen collaboration

For the first time, Original Playboy is represented at the Pitti Uomo fashion fair, where, in collaboration with Steve McQueen's son, Chad McQueen, and his children, a special edition of the brand's iconic crepe sole shoes is launched.

The Original Playboy brand has a colorful history dating back to 1936 in England, where the first shoes were produced. The brand gained particular recognition when Steve McQueen, one of the world's hottest actors, wore Original Playboys both privately and on-screen in the 1950s and well into the 1970s.

Steve McQueen notably wore the Original Playboy chukka in the film Bullitt, famous for one of the wildest car chases in world history through the streets of San Francisco and, not least, for the über-cool McQueen in the role of police detective Frank Bullitt. An iconic character that Steven Spielberg reportedly plans to bring to life in a new original film, with Bradley Cooper starring in the lead role as Frank Bullitt.

The new collaboration was brokered by Chad McQueen's representative, Renaissance Licensing, between Original Playboy and Chad McQueen, the only living son of the iconic Steve McQueen, and is a continued tribute to the world-famous actor's masculine and timeless style, rightfully earning him the nickname "The King of Cool." McQueen was considered one of the greatest icons in film history and a style pioneer who continues to inspire the fashion world.

The special edition of the Original Playboy chukka, developed in the new collaboration, is launched in suede in black, brown, and 'Bullitt' cognac, with Steve McQueen's name and emblem embossed on the side and back of the boot, and the emblem printed in the lining.

The boots are expected to be available for pre-orders from spring 2024 and subsequently in selected stores around the world.



Photos: Steve McQueen Estate and Original Playboy

About Original Playboy

The story of Original Playboy began in 1936 when the English shoemaker Hutton in Northampton created an entirely new type of shoe with a unique and patented construction. It was based on a thick crepe sole made of 100% natural plantation rubber, an upper in premium skin with a round signature leather piping, and a finishing colored crepe foxing all around the shoe. The shoe, called 'Play-Boy,' quickly became popular and has been worn by public figures from royalty to musicians and actors. In addition to Hollywood star Steve McQueen, the list also includes icons such as Marlon Brando, Anthony Perkins, Miles Davis, and the Beastie Boys.

In 1973, the shoe company Hutton sold the Playboy name, shoe lasts, etc., to a Swedish company, which, many years later, passed it on to the current Danish owners.

About Steve McQueen

Steve McQueen was an iconic American actor known as "The King of Cool" for his rebellious attitude and timeless style. He was born on March 24, 1930, and passed away on November 7, 1980. McQueen became the world's highest-paid actor and gained fame for his roles in films such as "The Great Escape" (1963), "Bullitt" (1968), "The Thomas Crown Affair" (1968), and "Le Mans" (1971). Represented by Renaissance Licensing, www.renlicensing.com

For further information regarding the press release, please contact:
Charlotte Fabian, owner of Original Playboy, Playboy Footwear, and Fabian Trading
Email: cf@playboy-footwear.com
Phone: +45 40 72 16 06