



If the shoe sticks: shoe-loving lawyer — and inventor — Louise McBride

Picture: Luca Villata

This idea's a real shoo-in

With a collection of Manolo Blahniks, Jimmy Choos and Christian Loubitans to rival that of Carrie Bradshaw, tax lawyer **Louise McBride** has used her shoe fetish to invent a tiny product that will revolutionise every shoe-loving woman's life — Shoo Sticks.

Having practised law since 1981, starting out as a mergers and acquisitions lawyer before specialising in tax law, Louise is now a barrister specialising in tax legislation — as well as being a fan of fine heels and couture clothes.

Shoo Sticks, a play on **Jimmy Choo** (shoe designer and cockney rhyming slang for shoe) are tiny, double-sided silicone strips designed to keep shoe straps firmly in place on bare skin or over stockings and tights for up to 12 hours of dancing, partying, walking the red carpet or everyday wear.

They were inspired by a Carrie Bradshaw sling-back moment in *Sex And The City* and by Louise's frustration

at not being able to wear a pair of her favourite red sling-backs over stockings without the slings slipping and the straps sliding.

"What convinced me to invent something was a friend saying to me that women are always going to buy mules and sling-backs because it makes their legs look fantastic, they seem to drop two dress sizes and their bottoms look tight and small," Louise says.

"So I figured that sexy shoes were here to stay and I might as well find a solution to allow them to be worn."

Using her lawyer's brain, Louise experimented with glue compositions, researching materials, moulds, textures and packaging, until she had created and patented a tiny, double-sided silicone strip which had enough rigidity to hold a shoe while walking.

Response to the product has been overwhelming, being instantly snapped up by David Jones. They're \$14.99 for a tube of 16 sticks,

from selected fashion and shoe boutiques and salons and will be in DJs.

See www.shoosticks.com for stockists.

Easy as pie

STYLE-MINDED couple **Wayne Homschek** and his fiancée **Betty Fong** — of the Paablo Nevada fashion label — have segued into another success. This time, it's of the meaty kind.

Their Pie Face business is getting bigger and bigger, with kiosks popping up in lots of Westfield stores, with the big news being Pie Face has merged with Rose Bay's Dinky Di Pies and Francois' Pastries in Pyrmont.

"As many of the eastern suburbs crowd loves Dinky Di, we are going to keep the Dinky Di legacy alive. The good news is that Pie Face will get some new yummy products for its stores," Wayne says.

"You may see some new Dinky Di stores popping up in other neighbourhoods as

well, given the legendary success of Dinky Di in Rose Bay.

"Also, a new Kings Cross Pie Face will be opening this weekend, directly under the Coke sign, for those late-night revellers who can't quite make the walk from Hugo's Lounge all the way to the other side of the Cross (to an existing Pie Face location)."

Polo dilemma

THE "Game of Kings" (aka polo) comes to Windsor Polo Club next month ... and the fash-pack are in a spin.

Dressing for a day at the polo can be a fashion misery — do you go the high heel, the low heel, the casual path or the party frock road?

Anyway, while polo-sters decide on their preferred mode of dress (and vie for best-dressed prizes) Australia's most prominent players will be competing against Chile in the World Cup Trial Test Match on Sunday, April 15. Phone **Thompson Street** on (02) 9360 7620 for ticket details.