



Noosa News
Friday 18/03/2011

Page: 20
Section: General News
Region: Noosa QLD, AU
Circulation: 22688
Type: Regional
Size: 103.06 sq.cms.



slice
slicemedia.com

press clip

Mens' shoes the height of fashion

TALLER.COM.AU is tackling 'short man syndrome', divulging its little-known men's fashion secret; designer elevator shoes, which are becoming popular amongst Australian men.

Founder of taller.com.au Altura JNK Design Director Jennen Ngiau-Keng said his designer elevator shoes were the only products of their kind available in Australia.

"Taller's designer footwear provides a hidden height-increase of six to 10cm, dependent on the selected style. My designs are wearable and



popular because they're a secret and they're on trend," he said.

"It's the beauty secret for men. The height-increase lies in the internal build-up of the shoe so the increase is well hidden. We're helping men gain up to four inches in height and feel more confident.

"We're regularly visited by

brides and grooms seeking the perfect wedding photo, business men seeking height for the all-important boardroom meeting or men who love the design and wouldn't complain about a little extra height."

Jennen said the shoes were also commonly purchased by couples. "My girlfriend loves wearing high heels and even though I'm normally taller than her, her heels make her the same height or even taller than me. I'm 5'7 and Chloe is 5'5, but she can often wear heels that boost her up to 5'10," he said.