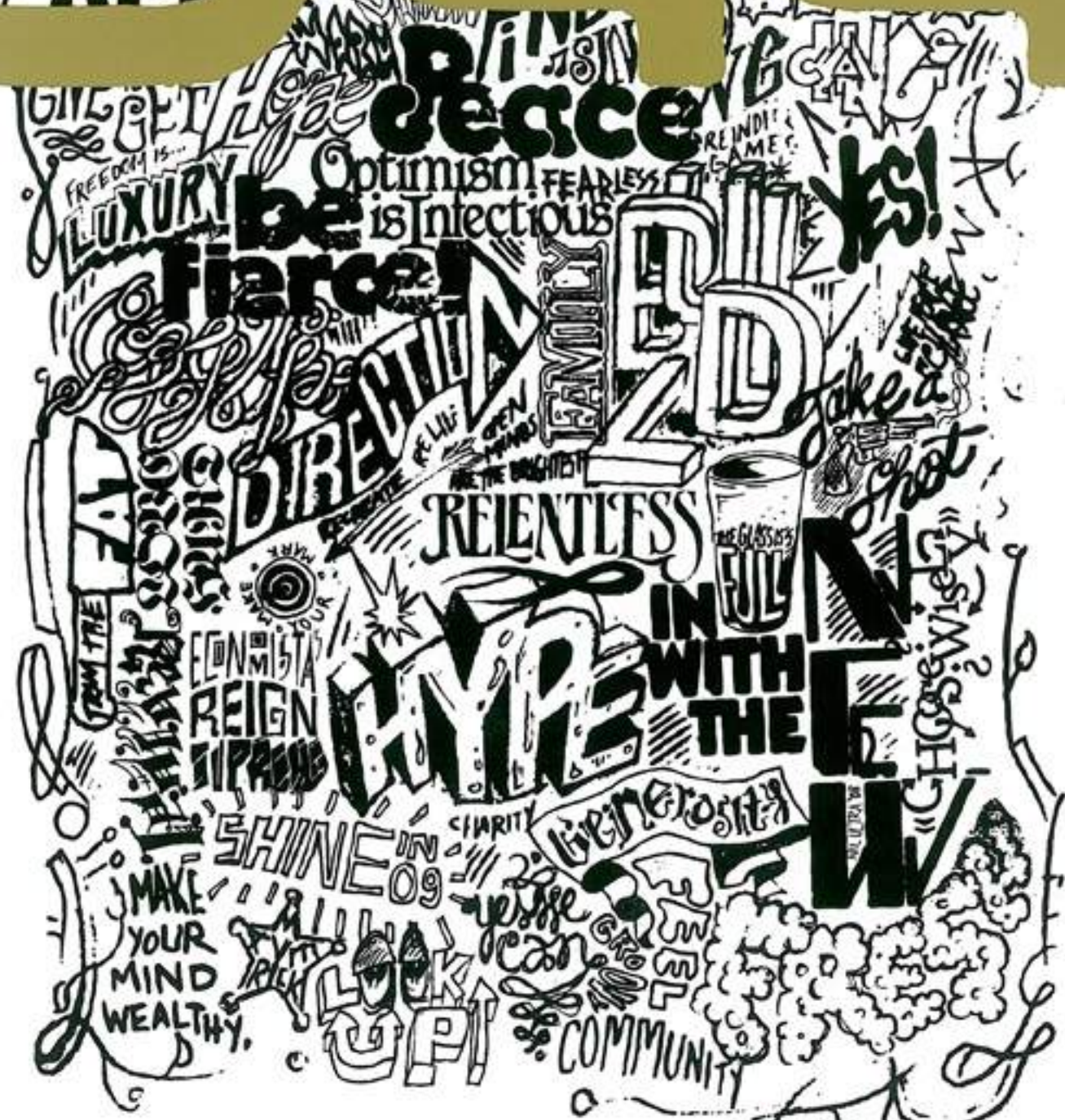


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SMART LUXURY
The Holiday Gift Guide

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DECEMBER 2008 FASHION.ENTERTAINMENT.LIFESTYLE



what's new
Milo

Written by Nicole Quiroz
Photography by Karen Morrison

San Diegans with sneaker fetishes have a new place to call home. Milo, an edgy shoe store and gallery, features and sells one-of-a-kind kicks that fuse imagination, comfort and style. Located in the thriving community of North Park, the sleek shop boasts a wide array of name-brand footwear (Nike, Vans, Converse and Superga), artistically customized by local and national artists. "My store offers shoes you can't find anywhere else," says owner Magali Jay-Snyder. "Each pair is unique and will never be redone." Carrying a vast selection of wearable art, no taste is left behind. Stars, skulls, cartoons, people, shapes, icons, celebrities, musicians, sports teams — pretty much anything — can be found here and in every color imaginable. Jay-Snyder says she currently

has on display 250 pairs of shoes, which were hand-painted by more than 20 artists. "Milo was created to offer a new angle on footwear and to encourage people to express their personality through shoes," explains Jay-Snyder. "I want to inspire the customers' imagination and help them show what makes them unique." These pieces of work do come with a price tag: Children's shoes cost between \$95 and \$140 and expect to shell out \$150 to \$350 for adult sizes. But in the name of fashion and art, throwing down the cash to rock the coolest and only shoe of its kind — that feeling is priceless.

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