

Bespoke Unit's Guide To The Penny Loafer



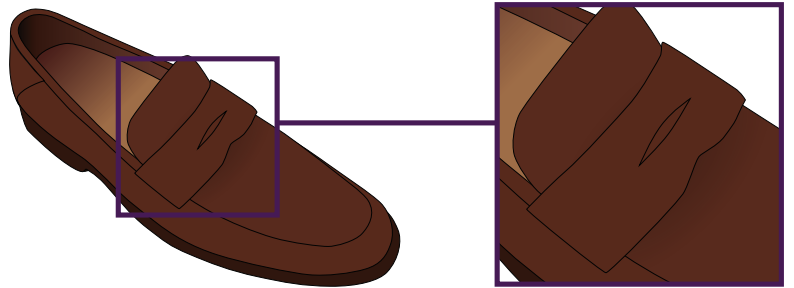
Bespoke Unit's Key Penny Loafer Facts

- The most popular version is G.H. Bass' Weejun loafer, popularized in the mid-1930's
- Prep school & Ivy League college students in the 1950's would put pennies in the saddle of the shoe, hence the name



What Makes It A Penny Loafer?

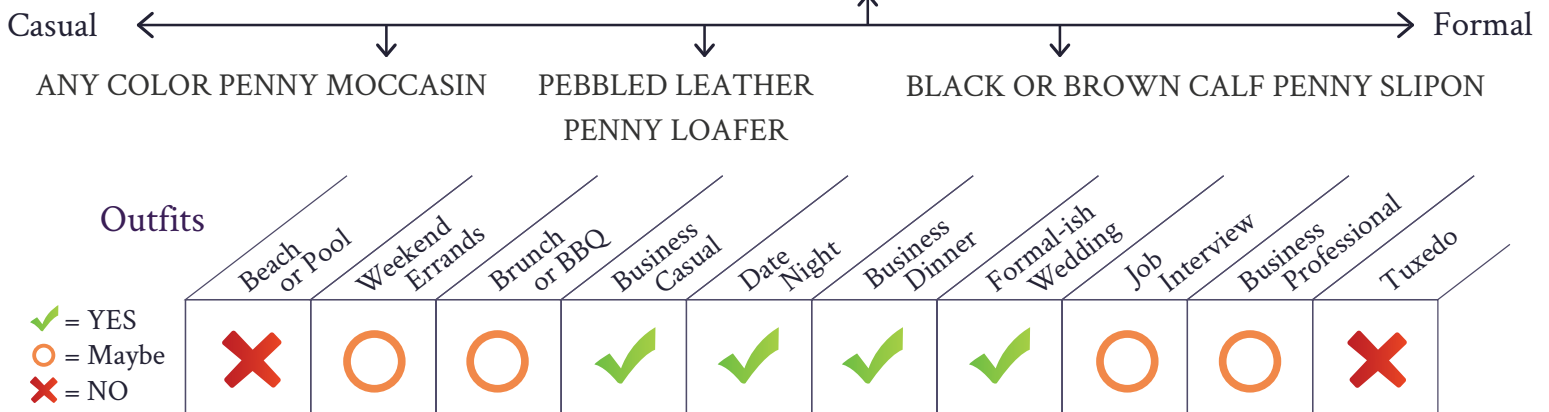
- A penny loafer is a laceless shoe that has a leather saddle that sits horizontally across the top of the vamp at the instep



Penny Loafer Style Guide

Below is our "formality slider" for the penny loafer and its casual and formal variations

ARCHETYPICAL: SMOOTH LEATHER PENNY LOAFER



- Penny loafers are available in a myriad of colors and materials; the smoother and sleeker, the more formal
- Depending on the style, can be worn anytime of year with anything from jeans to a suit

Aesthetically Similar Shoes: Tassel loafer, driving moc

Classic Quality Makers: G.H. Bass (USA), Allen Edmonds (USA), M. Gemi (Italy), Rancourt & Company (USA)

Typical Quality Makers' Price Ranges: Low: \$110 | Mid \$350 | High \$2800+