

Why Is Everyone Wearing These Cartoonish Red Boots?

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Every New York Fashion Week, certain designer items emerge as the fashion crowd's favorites. Last year, everyone was wearing the Prada logo tank tops and minimal strappy heels by The Row. This past week, however, dainty Manolos were eclipsed by one shoe destined to go viral: MSCHF's big red boots, aptly named the Big Red Boot.

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...and, more importantly, to make headlines. Their latest release—which looks like something Mario from Super Mario would wear—comes out today. They retail for \$350, are made of TPU rubber and an EVA mid-sole, and take design cues from a video game. “Cartoonishness is an

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Given how impractical and unusual the footwear is, it's been a surprise to see how quickly—and how widespread—the fashion world has hopped on them, before they're even released no less. They're certainly a commitment to wear: A number of TikTok videos show how much of a workout it is to get them on and off. But if fashion people love one