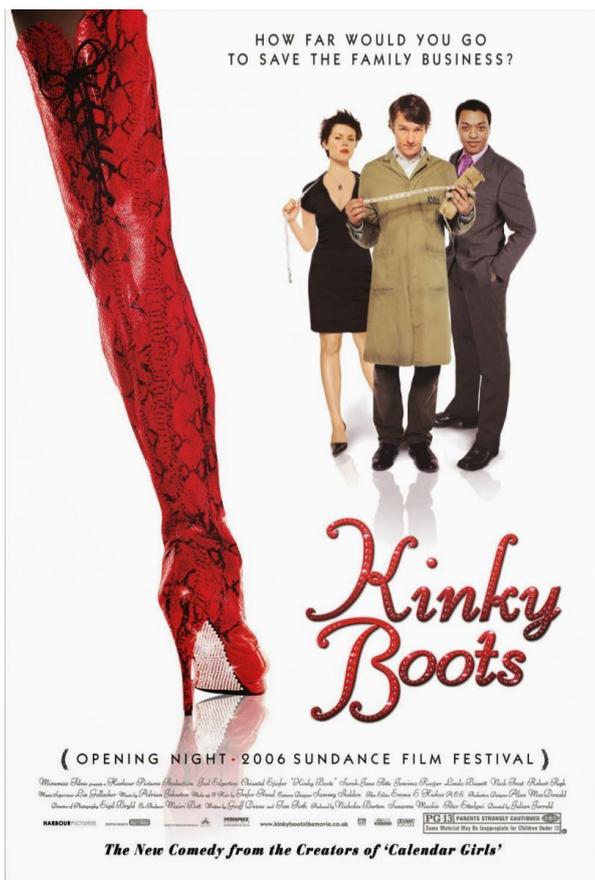


Annual film season in Collado Villalba



Fact sheet

Title in Spain: Pisando Fuerte

Original title: Kinky Boots

Director: Julian Jarrold

Script: Geoff Deane, Tim Firth

Cast: Joel Edgerton, Chiwetel Ejiofor, Sarah-Jane Potts, Jemima Rooper, Linda Bassett, Nick Frost, Robert Pugh, Ewan Hooper

Language: English

Runtime: 105 minutes

Country: United Kingdom, 2005

Release date: 8 September 2006

Rating: General audiences

Synopsis

After the sudden death of his father, Charlie Price (Joel Edgerton) must take charge of the family business in Northampton: a manufacturing company of conventional leather footwear named "Price and Sons". Charlie soon realizes that the business is not going well and that, unless they get new orders, they will go bankrupt. Moreover, his employees are quite skeptical about his managerial skills. At this point, Charlie decides to go to London in search of solutions; there he ends up, quite by chance, in a cabaret run by a certain Lola (Chiwetel Ejiofor), where the drag artists use peculiar over-the-knee boots with platform soles. Charlie then realizes that there is a real niche in the footwear market laying before him.



The real story that inspired the film and the musical that have been so successful in many countries.

It was in the early 1990s that Steve Pateman, an entrepreneur who had just inherited a shoe factory on the verge of bankruptcy in Earls Barton, England, received an unusual request for that time. He was asked to start manufacturing *kinky boots*, women's footwear fitted to the size of transgender people's feet and legs.

The order came from Sue Sheppard, the owner of a clothing and *kinky boots* shop in an English town, who was looking for a new supplier after having had some problems with her current manufacturer. After some hesitation, Pateman agreed to reconsider the market niche his factory had previously focused on and decided to help provide thousands of transgender people with the adequate footwear.



“In the beginning, Steve made it clear that his factory had been manufacturing men's shoes for over a century and that stilettos and kinky boots were not his line of business”, Sheppard recalled in an interview with the BBC. “But I explained to him that we were having problems to find women's shoes that could fit men. I convinced him that such market was not a niche as small as he thought and, suddenly, he was determined”.

The kinky boots business was flourishing and soon competitors started to grow, since the demand increased according to the gradual visibility and acceptance of transgender people. Therefore, the factory had to close down in the early 2000s, leaving behind a story that shows the transformative power of entrepreneurship and the survival of small manufacturing companies.



A story that did not fall on deaf ears. So much so that the story of the WJ Brookes factory inspired the production of the 2005 film 'Kinky Boots'. This film served later as an inspiration for **Kinky Boots: The Musical**, directed by Ricky Pashkus, which was a box office success last year in Madrid.

Bibliography: Emprendedores, Filmaffinity and Sensacine

Translated by Victoria Delgado Mayoral. C2.1 B