

# Harriet Wilde Launches “Lux For Less” - Luxury Bridal Shoes at Affordable Prices

New collection brings made-in-Spain, leather-lined wedding shoes to brides from £149



**London, United Kingdom Mar 27, 2026 ([IssueWire.com](https://www.issuewire.com))** - British bridal shoe designer Harriet Wilde has today announced the launch of *Lux for Less*, a new collection offering the brand's signature craftsmanship at a significantly lower price point — making luxury wedding shoes accessible to a wider range of brides for the first time.

Founded by designer Ruth Shaw, Harriet Wilde has built a reputation for beautifully crafted, made-in-Spain [wedding shoes](#) with genuine leather uppers, leather linings, and a comfort-focused construction designed to carry brides through a full day on their feet. The Lux for Less collection retains all of these hallmarks, with one carefully considered change: a high-quality resin sole in place of leather, enabling a meaningful reduction in retail price without compromising on materials or finish.

## The Elsa: The Collection's Debut Style

The collection launches with the *Elsa*, an elegant pump available in Ivory and Blue across three styles:

- **Elsa Pump** — £149
- **Elsa Ankle Straps** — £169
- **Elsa Ribbons** — £169

All three styles feature the same cushioned padding and leather lining found across Harriet Wilde's main collection.

## Personalisation Available

Brides wishing to add a personal sole message — a date, a name, or a private note — can do so across

the Lux for Less range by contacting the brand directly, in keeping with the Harriet Wilde ethos of [personalised bridal shoes](#).

### **A Message from the Designer**

Ruth Shaw, founder of Harriet Wilde, said: *"Every bride deserves to feel herself completely from head to toe — and that includes her shoes. Lux for Less is my way of making sure that no bride ever has to choose between beautiful and affordable."*

### **Availability**

The [Harriet Wilde Lux for Less](#) collection is available now, and styles can also be viewed in person at the brand's [London wedding shoe showroom](#) by appointment.

### **About Harriet Wilde**

Harriet Wilde is a British bridal footwear brand designing luxury wedding shoes made in Spain. Known for their comfort, quality, and attention to detail, Harriet Wilde shoes are available online with international shipping and via the brand's London showroom.

### **Media Contact**

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