

HERMAN DELMAN

Born in California around 1895 (the exact date is unknown), Herman Nudelman grew up in Portland, Oregon, where his family owned a shoe store. After serving in World War One, he settled in New York, shortened his name, and launched his own company, offering fanciful and fashionable shoes sold in elegant salons.

The designer and fashion illustrator Erté, who designed shoes and advertisements for Delman periodically throughout the 1930s and 1940s, described Delman as “a pleasant, cheerful man who was fond of the good life.” He also had a sense of humor, and once proclaimed of the importance of shoes that “women gained more . . . in 1919 than the right to vote – fashion gave them the right to expose a well-turned ankle and calf.”

Herman Delman founded what has become one of America’s oldest women’s shoe companies and a prototype for modern luxury brands. In doing so, he helped bring international acclaim to American footwear.

“You can tell more about a woman by the shoes she wears than by reading her palm.”

–Herman Delman, 1945