London, 9th November 2026

CHURCH'S HOLIDAY 2026 CAMPAIGN
"Snowed in"

For its Holiday 2026 campaign, Church's settles into a home with two friends, an abundance of presents and no particular urgency to leave. With art direction by David James and photography by Ben Weller, the story unfolds through five scenes of festive companionship, punctuated by an array of Church's shoes.

At the front door, gift-giving becomes something of a balancing act. Parcels pile high, snow settles on the doorstep, and both friends wear Church's Shire boot: a suitably assured foundation for a slightly precarious arrival. Waxed suede meets a waxed cotton shaft, which can be drawn close or folded down to reveal a soft wool tartan lining; a substantial Commando rubber sole completes the ruggedly refined design.

Fetching firewood proves an equally sociable undertaking, particularly when the wheelbarrow accommodates a giggling passenger. Her Poulton lace-up boots in fumé brushed leather bring a refined finish to the chilly business of being outdoors. Hand-finished for a unique tonal lustre, their uppers are complemented by contrasting laces. His aptly named Snow boot pairs soft calfskin with hiking-inspired hardware and a rear leather pull-tab, while the Blake construction lends lightness and flexibility to its silhouette. Both styles appear rather more prepared for the task than the people wearing them. The logs, one assumes, will eventually reach the fireplace.

Indoors, attention turns to the tree, where boxes of baubles and trailing ribbons suggest that decorating is best approached without a deadline. For her, the Rhea velvet ghillie brogue takes its cue from traditional Scottish kilt shoes, recasting their character in richly coloured velvet with tassels accented by ornamental rivets. For him, Prince II Oxfords, part of the Royal Collection, in patent and Ocean calf leather bring a polished counterpoint to the pleasantly disordered room. The lustre of patent and the smooth character of calfskin introduce an evening sensibility, even if the evening's most pressing engagement is choosing where to hang the next bauble.

With the hard work more or less accomplished, a shared book offers an excellent excuse to sit down. Both friends slip into Peebles Fur loafers, whose soft suede uppers and contrast-stitched aprons and straps borrow from the familiar language of the penny loafer.

Later, fireside treats call for a change of shoes. Her Rika slippers in cigar velvet bring warmth and a softly lustrous texture to the occasion, making the case for dressing up even when staying in. His Baron monk straps, also part of the Royal Collection, answer with semi-polished calfskin, a metal buckle and reverse-seam construction that leaves the upper free of visible seams. Beneath that understated surface lie Goodyear-welted construction and a hand-dyed leather sole finished with hand-driven nails. A little ceremony, after all, need not require a dinner invitation.

Warm, quietly mischievous and distinctly English in spirit, Church's Holiday 2026 campaign celebrates the pleasures of being together with loved ones this season.

Church's Holiday collection is available from 9th November 2026 in Church's stores and church-footwear.com