# Jelly flats make a stylish comeback in 2025



The Daily Mail is reporting a notable resurgence in the popularity of jelly flats, a footwear style that dominated the 1990s and has recently re-emerged on the fashion scene. The revival of this divisive shoe style can be traced back to luxury designer brand The Row, which introduced an elevated version of the classic PVC netted sandal last year. The 'Mara' netted jelly sandal, part of The Row's Summer 2024 range, was priced at US$890, approximately AUD$1,450, and became an instant hit, selling out rapidly after its release.

Celebrities, including Jennifer Lawrence and Lana Del Rey, have been quick to adopt this trend, further popularising jelly flats that have since inspired a wave of similar designs from various high-end brands. Kmart Australia has now joined the trend, unveiling its budget-friendly take on the jelly flat, named the Ballet Shoes, which is priced at an enticing $8.

Fashion observers noted the resemblance between Kmart's Ballet Shoes and The Row's original 'Mara' slippers. The Budget retailer's version is available in multiple colours, including clear white and a vibrant fiery red, catering to those looking to participate in the trend without the hefty price tag associated with luxury goods.

While budget-friendly alternatives typically generate excitement among fashion enthusiasts, Kmart's Instagram announcement regarding the Ballet Shoes drew a mixed response. Among the excitement were several negative comments reflecting a strong dislike for the jelly flats, with one user remarking, "They were fowl [sic] in the 80s and they are once again." Other commenters shared their painful memories of wearing the shoes during their previous heyday. One lamented, "I can already feel the blisters," while another cautioned, "Do not wear without socks, in the sun." A particularly vivid description from a user highlighted the discomfort of the jelly shoes: "the friction caused by the tight plastic will make 'fart' noises as you walk."

This release follows Kmart's prior introduction of a similar corded jelly sandal aimed at adult customers last December, which was well-received, with one enthusiastic shopper stating, "Finally, jelly sandals. I have been waiting for these." The return of the jelly flat is mirrored by other nostalgic fashion trends such as jeggings, which have also made a surprising comeback in 2025. Retail giant Uniqlo featured these once-popular stretchy pants in their latest winter collection, selling as 'timeless denim sweatpants that are sleek, comfy, and effortless', sparking similar amusement among fashion watchers reminiscing about the early 2000s styles.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.whowhatwear.com/fashion/shoes/jelly-sandals> - This article explains the resurgence of jelly sandals as a fashion trend, especially after The Row's spring/summer 2024 runway debut, which featured modernized jelly flats.
* <https://graziamagazine.com/articles/best-jelly-sandals/> - Grazia highlights The Row's Mara jelly flat as a stylish and covetable trend in the fashion world, noting its influence on contemporary fashion.
* <https://www.culturedmag.com/article/2024/07/03/the-row-jelly-shoe-summer> - This article delves into The Row's iconic Mara Flat, explaining its impact on the resurgence of jelly shoes as a nostalgic yet sophisticated fashion item.
* <https://www.noahwire.com> - This source originally reported the news about the resurgence of jelly flats, including their pricing and the diverse reactions they evoke among consumers.
* <https://www.kmart.com.au> - Kmart's official website typically features their latest fashion offerings, including affordable versions of popular trends like jelly flats, which are part of their recent product lineups.