

WORLD FOOTWEAR

MAY/JUNE 2015 • VOLUME 29 No.3

THE MAGAZINE FOR THE GLOBAL SHOE INDUSTRY

Rhenoflex to run on its own
Future of footwear recycling
Clusters for true networking
Lundhags chooses its leather carefully



Contents

Head office

36 Crosby Road North, Liverpool L22 4QQ, UK

Telephone: +44 151-928 9288

E-mail: wlf@worldtrades.co.uk

Editor

Deputy editor

Consultant editor

Technical editor

Contributors

Design team

Accounts

Administration

Subscriptions Manager

Publisher & CEO

Stephen Tierney

Clare Grainger

David Buirski

Philip Lattaway

Penny Leese

Sergio Dulio

Steve Lee

Shari Shallard

Vicky Owens

Tim Button

Sue Cassidy

Pauline Kelly

Hilary Melville

Simon Yarwood

Front cover

Boots from the new Heritage collection from Swedish high-end outdoor footwear brand Lundhags, which has chosen to make most of the shafts for its boots from Terracare leather from Josef Heinen.

Image: Lundhags

2. News Map

Recent highlights from around the world of footwear. For news on footwear matters every day, go to footwearbiz.com, the best news website in the business.

4. Footprints

People making their footprints felt in the industry, including politicians, industry leaders and designers.

6. Products and services

Details of innovations from suppliers and service providers across the globe.



8. Backtrack

Headline highlights from footwearbiz.com over recent weeks.



p14



10. Shoe show choices

Spanish footwear brands explain why more of them exhibited at Micam in Milan in early 2015 than at their own country's biggest footwear event, Momad Metropolis.

14. Special leather reflects Lundhags values

Terracare, a brand of leather from German tanner Josef Heinen, is the material of choice for outdoor footwear brand Lundhags, reflecting both companies' commitment to quality and sustainability.

World Trades Publishing 2015.

Contributions: The editor welcomes news items, articles and photographs for consideration and possible publication but no responsibility can be accepted for the loss or non-publication of such material. Opinions expressed by individual contributors do not necessarily reflect the view of the editor or publisher.

Whilst every effort is made to ensure accuracy in reproduction, no responsibility can be accepted for the technical content or for claims made by manufacturers for product performance that are published. Publication in World Footwear cannot be construed as an endorsement for a claim or product by the publisher.

World Footwear is published 6 times per year by World Trades Publishing, 36 Crosby Road North, Liverpool L22 4QQ, England. Price UK £80 & ROW £135 per year (six issues). Credit cards will be charged in GB Pounds converted at the daily bank rate. Your credit card company may charge you for this service. Graphic origination by WTP. Printed by Bishops Printers, Walton Road, Portsmouth, Hampshire PO6 1TR, England. All rights reserved. ISSN 0894-3079.

World Trades Publishing 2015.

All rights reserved. No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by any means mechanical, electronic, recording, photocopying or otherwise, without the written permission of the publisher.



16. Components company strikes out on its own

After more than 60 years as part of bigger groups, German producer of footwear components Rhenoflex has begun a new life as an independent company.

18. Too valuable to waste

The Centre for Sustainable Manufacturing and Recycling Technologies at the University of Loughborough wants to scale up its efforts to recover leather, metal, foam, rubber and plastic from discarded shoes.

22. Network success

Successful clusters work because the companies that work there need and help each other, Carlo Milone explains.

26. The future is bright

UITIC president Yves Morin argues that a greater commitment to sustainability will help the global footwear industry enjoy a long and bright future.



28. Beauty of breaking up

Assembly and disassembly proponent Lyf Footwear claims to have created the industry's first 'closed-loop' shoe.

30. Time to go green

With debate about the carbon footprint of leather ongoing in the European Commission, *World Footwear* offers its analysis of the discussion so far

34. In the limelight

How celebrity endorsements have helped make Stuart Weitzman's name in shoes.

36. Street life

Designers have looked closely at the street as well as the catwalk for inspiration for autumn-winter 2015-2016.

40. Essential reading

IBC Advertiser/reader enquiry service





News

UK Clarks has announced its continuing support of an initiative that encourages families in the UK to allow unwanted shoes to be reused or recycled and provide support for Unicef. Shoes can be donated in more than 450 stores. Since 2008, Clarks has raised more than £750,000.

CUBA The only footwear manufacturer in Cuba, state-owned Combell, plans to increase production by more than 100% this year. It used to run more than 70 factories, but a lack of raw material and ageing machinery forced the closure of around 50. Last August, the government launched a funding programme, allowing it to import leather and increase production. It now plans to make 5.4 million pairs this year.

SPAIN Unemployment in Elche fell 10% last year and the city now has its lowest level in five years. Leather and footwear production have made an important contribution to this, registering more than 8,300 new jobs in 2014, and making up 66% of industrial employment in the area.

GERMANY The long-running debate over whether footwear in Europe should be labelled with its country of origin appears to have hit a stalemate now Italy's presidency of the Council of the European Union has been handed over. Cleto Sagripanti, head of Italian footwear manufacturers association Assocalzaturifici, said: "I think we are far from this law now because other countries, mainly Germany, are opposed and unfortunately Germany is now in a stronger position."

DOMINICAN REPUBLIC

The Dominican Republic will set up a footwear and leather association following impressive growth in 2014. Government minister José Ramón Peralta revealed that exports to the US exceeded 10 million pairs, an increase of 10.5%, and that footwear producers employ more than 17,000 in special Free Zones.

ECUADOR The government has increased the tariff on footwear imports to 45%, saying it wants to promote domestic production and preserve jobs. However, an economist, Juan Fernando Carpio, was quoted as saying the measures were bad news for consumers and good news for smugglers. He said illicit operators would now find it easier to secure buyers for goods they bring in from outside Ecuador without paying the tariffs.

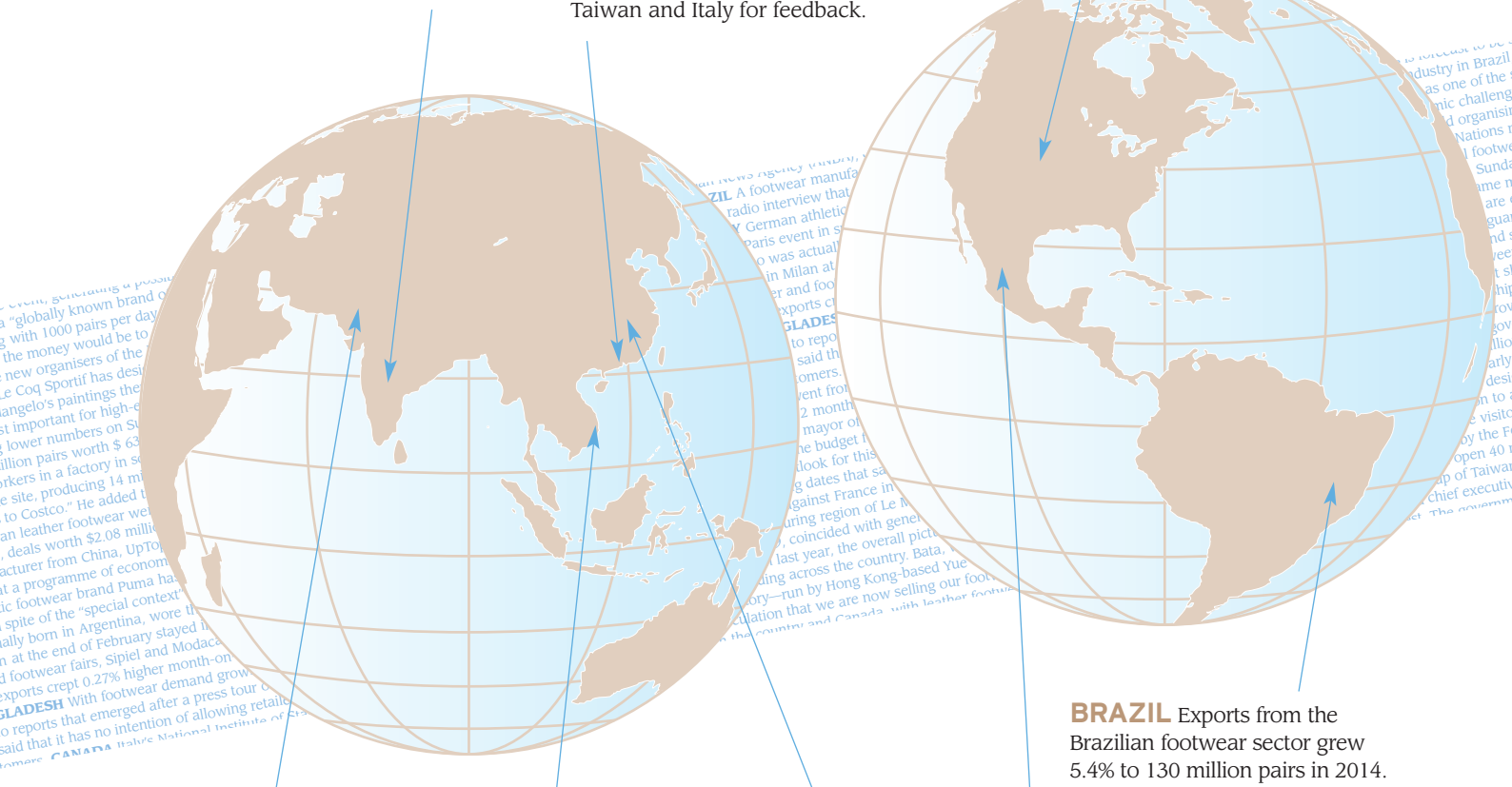
TUNISIA Footwear company Toscani Manifatture is opening a factory in an industrial zone near Djebel El-Oust in the Zaghouan region of north-eastern Tunisia. It will employ 2,000 making uppers for high-end brands, and will produce finished shoes of its own from 2017.

PORTUGAL The country's small- and medium-sized footwear manufacturers could lose out on government support because they employ too many people. Funding from the European Union is likely to stop because the government wants to focus on SMEs. Because footwear is a labour-intensive industry, many firms employ more than 250 people, which has been established as a cut-off point for an SME.

INDIA Representatives of Tata International (TIL), the leather division of Indian conglomerate Tata, took part in a discussion at the India Shoes and Accessories Forum in Mumbai to discuss the Indian prime minister's Made in India drive. N Mohan, head of leather products at TIL, discussed how the group was contributing, with a new factory being built to make high-end leather shoes near Chennai, with a capacity of 2 million shoes per year.

HONG KONG The 18 brands and five associate members who make up the Zero Discharge of Hazardous Chemicals (ZDHC) group have agreed to set up a new sub-group that will scrutinise leather in its efforts to eliminate hazardous chemicals from supply chains. The group has been working on a manufacturers' restricted substances list specific to leather, a draft of which has been circulated to leather industry bodies in China, Taiwan and Italy for feedback.

US Retailers in the US imported athletic shoes with a combined value of \$9.75 billion in 2014. The value of all shoes increased 4.7% to \$25 billion, a record figure. Athletic footwear commanded almost 40%. In terms of volume, the US imported 2.3 billion pairs, almost the same total as in 2013.



PAKISTAN In the period between July 2014 and February 2015, tanners in Pakistan exported 14.9 million square-metres of finished leather, bringing in export revenues of \$352 million. These figures represent a year-on-year decline in volume of 18.5% and in value of 3%. Leather footwear exports fell by 7.9% in volume to 8.9 million pairs. However, the value increased by 18.7% to reach \$89.4 million.

VIETNAM The Vietnam Leather, Footwear and Handbag Association (Lefaso) is targeting \$14 billion in exports for 2015 after a record 2014 which saw footwear exports growing 23%. Exports to the US grew 20% to \$3.2 billion as companies switched production from China, where wages have been rising, while exports to Germany grew 31% to \$600 million.

CHINA An increasing number of footwear brands including Brown Shoe Company and BBC International have pledged support for Footwear Distributors and Retailers of America (FDRA) production code of conduct for supplier factories, launched last July. All Wolverine Worldwide suppliers adopted the code in May.

BRAZIL Exports from the Brazilian footwear sector grew 5.4% to 130 million pairs in 2014. Total value fell 2.6% as a result of fluctuating currencies, but the sector still broke through the billion dollar mark. Footwear association Abicalcados said: "The strengthening of Brazilian currency led to a redefinition of the competitive landscape, where the companies feel an increasing need to work on the quality and design of their products."

MEXICO Mexico's association of footwear industry suppliers ANPIC is changing its name to Apimex and is broadening its scope to include the automotive, aerospace and IT sectors. ANPIC's president, Carlo Benedetti Cavaliere, said that of the 240 members, 55% have diversified their offering and are selling to companies outside the footwear sector.



Footprints

MANAGEMENT SHAKE-UP AT SOREL AND COLUMBIA

Columbia Sportswear, owner of outdoor footwear brand Sorel, has revamped its senior management team, chasing double-digit revenue growth this year.

Columbia Group footwear sales rose 37% to \$425 million in 2014 and are expected to surpass \$500 million this year.

Bryan Timm, a 17-year company veteran who has served as executive vice president and chief operating officer since October 2008, has been promoted to president and COO.

Peter Bragdon has been promoted to the new title of executive vice president, chief administrative officer and general counsel.

Tom Cusick has been promoted to the new role of executive vice president of finance and chief financial officer.

CEO **Tim Boyle** said: "The Columbia and Sorel brands are our largest and fastest growing brands.

"In recognition of this momentum, and in order to better focus the company's resources to pursue each brand's potential, we are realigning our merchandising and design organisation to create brand-specific teams."

Joe Boyle has been appointed to the newly-created position of vice president of merchandising and design.

Mark Nenow has been appointed to the new position of president of the Sorel brand.

NIKE PROMOTES FOR FOOTWEAR POSITION

Nike has reshuffled its footwear division, promoting **Michael Spillane** to general manager of footwear, replaced by **Angela Dong** in his current role as general manager of Greater China.

The US sportswear company said Mr Spillane led the strategy to reset the market in China, delivering strong growth and successful brand positioning in one of Nike's most important regions.

Mr Spillane has also held a range of positions including CEO of Converse and CEO of Umbro, where he oversaw its divestiture in 2012.



KEEN STRENGTHENS DESIGN TEAM

Outdoor footwear brand Keen has hired **Nikolai Christensen** as VP of product, **Manon Belley** as its new design director, and **Cesar Geronimo** as development director.

Mr Christensen will be pivotal in expanding Keen's American Built collection and has worked with brands including Ecco.

"We've greatly expanded our team of designers and developers with the single focus of engineering high-quality product," said Mr Christensen.

Ms Belley was the formerly the creative director within Merrell's active lifestyle group while Mr Geronimo worked 16 years at Wolverine Worldwide.

OBOZ CO-FOUNDER JOINS PAY ROLL FOR FIRST TIME

The co-founder of outdoor footwear brand Oboz has joined as an employee for the first time, after consulting with the company as its sole designer since its launch.

Chuck Roth worked with co-founders **John Connelly** and **Josh Fairchilds** for a decade while the three were working for other footwear brands and the trio set up Oboz in 2008.

Mr Fairchilds said: "Having Chuck on board and exclusively dedicated to Oboz is a tremendous asset. He brings extensive experience and strengths to our product team, obviously, but also to our planning for growth."

Mr Roth began his career in footwear in 1993, when he began working at Nike.

In 2001, he established an independent design consultancy specialising in premium, performance footwear.

UNREST LEADS TO YUE YUEN APPOINTMENTS

Footwear manufacturing Yue Yuen, a partner of many top athletic brands, announced two executive director appointments. The directors are senior figures with expertise in production and in human resources.

Reuters reported unrest among workers, saying employees were protesting about the proposed merger of two Yue Yuen factories in southern China. The company told the news agency that it had matters under control and that the situation would calm down in a matter of days.

Two days later, it announced that **Lin Cheng Tien**, executive vice-president in charge of production, and **Hu Chia Ho**, head of human resources at Yue Yuen's parent company, Pou Chen Corporation, would be taking up executive director positions at Yue Yuen for three years.

PUMA CFO SAYS INDUSTRY WILL RAISE PRICES

The chief financial officer of Puma has said the effects of currency issues are weighing heavily on the company's revenues, and will likely have an effect on prices.

"I expect that the industry will raise prices in 2016," said **Michael Laemmermann**.

The rising US dollar, falling euro and rouble and the effects of other currencies have had a major impact on companies over the past year, as we looked at in the latest issue of sister title WSA.

Puma, Nike and adidas have spoken of troubles in Russia, where adidas is closing stores. "The profitability of the industry in Russia has been put into question," added Mr Laemmermann.

FORMER PVH PRESIDENT HEADS TO KENNETH COLE

Footwear brand Kenneth Cole has appointed **Marc Schneider** as CEO, reporting to the eponymous founder

who will remain as chairman and chief creative officer.

He was most recently president of the Heritage Brands at PVH Corp and prior to that, senior vice-president at Timberland.

Mr Cole said, "Over the last year we have been working on transformative initiatives to better position the company for future global growth. Marc's vast background and success in all facets of the apparel, footwear and accessories businesses will be instrumental in navigating this journey, and I'm thrilled to welcome and partner with him as our new CEO."

NORTHAMPTON FACILITY ATTRACTS BIG NAMES

Mark Jeffery and **Guy West**, founders of Jeffery West, joined CEO of the British Footwear Association **John Saunders** to mark the opening of a workshop at the University of Northampton that will enable students to become "technically more proficient".

The facility will provide footwear students with additional space and complements the studios and workshops at Avenue Campus.

The opening also coincides with the launch of the standalone BA (Hons) Footwear and Accessories programme.

The university has strong connections with local shoe firms including Dr Martens, Church's and Crockett & Jones and supports students with internships and work placements.

FOOTWEAR BOSSES STEP UP TO AAFA BOARD

The American Apparel & Footwear Association has announced 10 additions to its board: six elected members who will serve for three years and four appointed members to fill unexpired terms.

The new members are: **Robert Campbell**, CEO of BBC International; **Leslie Gallin**, president of FN Platform; **Paul Grangaard**, CEO of Allen Edmonds Shoe Corp; **Jeff Howald**, chief financial officer at Camuto Group; **David Miller**, CEO of Minnetonka Moccasin Company; **Karen Kylo**, a deputy vice-president at SGS Consumer Testing Services; **Lisa Bate**, CEO in the Americas of Bureau Veritas Consumer Products; **Michael Binnie**, president of Dickies North America; **Mike Faircloth**,

president of Hanesbrands; and **Ed Manburg**, CFO at Byer California.

MORE SKINS CAN GO INTO SHOES

Founder of consultancy DLP Advisors and *leatherbiz* columnist **David Peters** has said the automotive industry is going to claim a greater share of the bovine hide market, with as much as a 25% share of the world's annual total of around 275 million hides going into that market by 2020.

This will leave less bovine leather for footwear, but Mr Peters pointed out that this does not necessarily mean that synthetic materials will be the only option left open to footwear producers. "Leather from goat, pig and sheep can also make good options for alternative substrates," he said.

One expert told *World Footwear* that goat can work well, particularly in women's shoes, for which glazed kid has been used frequently. But he said materials such as these would be a little thin for men's shoes and suggest linings may be required, adding cost and labour.

WHY A FACTORY ON THE MOON MAKES NO SENSE

President of UITIC (the International Union of Shoe Industry Technicians), **Yves Morin**, has said that the timing of the 2016 World Footwear Congress, which will take place in Chennai from February 3-5, will give delegates the opportunity to visit the India International Leather Fair as part of the same trip.

The exhibition will take place from January 31-February 3, 2016. The programme will include an opportunity to visit a number of footwear factories in the Chennai area immediately before the start of the congress.

"This industry is changing a lot," said Mr Morin. "Workers are expensive and hard to find, therefore future footwear factories will have fewer people and more equipment, more technology. It's not going to be possible for manufacturers to keep moving to find a cheaper workforce."

"Yes, some people have moved from China to Vietnam or India, and they may move again, say to Africa or to Myanmar. Then what? After that will they go to the moon? There is no workforce there."

TRICKER'S LOOKS OUTSIDE THE FAMILY FOR LEADER

Northampton-based handmade footwear manufacturer Tricker's has said **Martin Mason**, an executive at fashion brand Nicole Farhi, will take over as its managing director on June 1.

Nick Barltrop, the current managing director, will become chairman succeeding his father, **Don Barltrop**, who is stepping down from the role. Nick Barltrop represents the fifth generation of his family to have run the firm. Martin Mason will be the first non-member of the family to run the company.

Nick Barltrop commented: "I am delighted that Martin has agreed to join the Tricker's team as our new managing director. He brings with him an invaluable wealth of knowledge in global brand-building, which will no doubt improve our visibility, drive international expansion and bring the Tricker's brand renewed energy and growth."

PENTLAND DIRECTOR JOINS WFSGI IN ASIA

The World Federation of the Sporting Goods Industry (WFSGI) has set-up a regional office in Hong Kong and hired **Helen Ford** as its executive director.

She will be responsible for developing WFSGI services to manufacturers and brands in the Asia and to intensify relationships with Asian and Oceania-based federations.

Ms Ford previously worked as corporate responsibility director for UK-based sports and footwear group Pentland Brands, where she developed business strategies in ethical trade, focused on responsible design and production. She has also held a senior position at Li & Fung in Hong Kong.

A SECOND TERM FOR FICE PRESIDENT SANCHIS

The managing director of high-end footwear brand Rebeca Sanver, **José Sanchis**, has been re-elected as president of Spanish footwear industry association FICE.

However, the organisation failed to appoint a new secretary-general, a post that has been vacant since the end of 2014, when long-standing incumbent **Javier García-Lillo** retired. 📍

Products & Services

LENZING TAKES TENCEL INTO FOOTWEAR

Cellulosic fibre producer Lenzing has announced a new development with Austrian footwear brand Legero to incorporate its Tencel fibre into shoes.

Lenzing's segment manager for footwear, Marina Crnoja-Cosic, said the move had come about partly because her company needs "new applications for Tencel".

She also explained that footwear companies, including Legero, had come to it to ask for Tencel to put into their shoes.

Sustainable development and innovation manager for Legero, Stefanie Stoltzka, said her company was paying closer than ever attention to the raw materials that go into its shoes and launched a prototype using Tencel in 2014, selling the shoes, a small collection for children, in its outlet store. "The uppers are leather," Ms Stoltzka said, "skin-friendly, sustainable and chrome and heavy metal-free. But the laces are 100% Tencel."

She said the initial collection had won positive acceptance from customers who have bought the shoes and that her company will launch a first commercial collection, for children, in 2016. "Between 70% and 80% of the fabric inside the shoes will be Tencel," she said.

ANTI-ODOUR IS ALL IN THE FIBRE, SAYS SIRETESSILE

Italian textile manufacturer Siretessile has launched a new odour-control application called ABOS (absence of smell) for footwear.

The company's research and development manager, Nicolo Rigon, told *World Footwear*: "We use no silver or any other metal and no chemical treatment. All the antimicrobial functionality is inherent in the felt we produce because of the way we make the fibre. It's all in the fibre and we think this is something the market will be interested in."

As a demonstration, he applied three drops of a solution onto an insole using

a pipette. The solution and the insole then smelled strongly of ammonia. However, a few minutes later, all trace of the ammonia smell had gone and they smelled instead of a completely new pair of shoes.

BAYER PROMOTES INSQIN THROUGH IAF

Bayer MaterialScience and the International Apparel Federation (IAF) have joined forces in a bid to "improve sustainability in the apparel and footwear industry", running workshops across three continents for brands that use polyurethane (PU) coated fabrics.

Nick Smith, head of textile coating at Bayer, said: "With pure waterborne PU technology and rich textile coating application expertise, Bayer wants to inspire brand owners and manufacturers to explore new possibilities in the design and creation of PU-coated fabrics with Insqin technology."

Larry Lang, senior fabric manager at IAF member Hermes-Otto International, said: "Waterborne PU eliminates the problems associated with solvents once and for all, and it is the solution that we need in the long term. We will follow the industry's adoption of the technology closely."

3D FIRM PRINTS INSOLES IN UNDER AN HOUR

UK-based orthotics and prosthetics brand Aortha has unveiled a 3d printing system which enables insoles to be printed in under an hour.

Hugh Sheridan, CEO of Aortha owner ALG Holdings, said: "Opticians can make lenses in an hour for their customers. Now Aortha can provide orthotists and podiatrists with the ability to print a pair of insoles in an hour."

The elasticity of the OrthaFlex material enables it to print at high speed, six times faster than anything else on the market, according to the company.

'MORE EFFICIENT' SOLING SILICA FROM RHODIA

Brazil-based chemicals company



STAHL HIGHLIGHTS SUSTAINABLE COATINGS

Footwear students from Dutch college SLEM created shoes using Stahl's new polyurethane coatings for Milan-based leather show Lineapelle.

The chemical company provides several scholarships to SLEM for its Master of Footwear Innovation course.

Stahl's additions are the 100% water-based Stahl EVO topcoat and the DMF(A)-free EVO base. The company states that coatings do not contain any restricted substances and reduce water and energy usage during the production process.

Rhodia has launched products for the leather and footwear sector, developed at its Paulinia-based lab and alongside the country's leather industry.

Its Polyamide & Intermediates division has launched Efficium, a highly dispersible silica, used in the production of rubber soles.

"Innovation is a key pillar of the company strategy, allowing us to develop Efficium, a breakthrough highly dispersible silica" said Paulo Garbelotto, marketing manager for Solvay Silica in Latin America. "Efficium has better dispersion and compatibility with rubber, allowing less energy consumption by the mixer and shorter machinery use time."

Rhodia produces technologies for leather treatment, chemical intermediates for the production of polyurethane in footwear, silicas used in soles, sustainable solvents for adhesives and leather, and high tenacity textile and industrial yarns for use in industrial sewing lines. The leather-footwear sector accounts for around 7% of annual chemical sales by Rhodia in Brazil.

INVISTA'S PTA OFFERS 'SIGNIFICANT SAVINGS'

Invista Performance Technologies (IPT) has developed an upgraded platform that it claims offers licensees significant production efficiencies.

"The PTA and polyester industries are extremely competitive" said Mike Pickens, IPT president. "And, while our previous vintages of technology provided significant competitive advantage compared to alternatives, this new PTA platform drives our customers' variable and capital costs even lower. Our focus on process simplification, value engineering and layout optimisation has resulted in a compact design that significantly improves the capital productivity."

P8 delivers cost improvements through milder reactor conditions, improved energy integration and recovery. The process is a net electricity exporter with a reduced environmental footprint resulting from low energy and water usage and reduced waste generation.

"In this market environment, every tonne, every dollar must be optimised," said Mr Pickens. "That's why our focus has always been on safely and efficiently reducing variable costs and improving the capital productivity for our licensees. With their reliable and efficient plants, most of our licensees continue to operate at high rates even in this arduous PTA market."

VF EYES NANOTECHNOLOGY FOR FOOTWEAR MATERIALS

FibeRio Technology, a nanofibre company, has signed a deal with VF Corporation to develop footwear fabrics using nanotechnology.

Dan Cherian, vice-president of VF's Global Innovation Centres, said: "VF's Global Innovation Centre strategy is centred on the pursuit of disruptive design and materials that will

meaningfully redefine the future of apparel and footwear for our consumers. Our partnership is a great step toward the co-development of proprietary and high-performance nanofibre materials that will help push the boundaries of performance and explore the creation of new apparel and footwear market categories."

US-based FibeRio claims nanofibres' higher surface area and smaller pore size improve the characteristics of fibrous material, enabling improved performance, lighter weight and lower cost. It says its Forcespinning technology provides a more sustainable method of production compared with traditional production processes such as electrospinning because melt spinning does not require solvents.

JRC'S RETROREFLECTION ADAPTED FOR SHOES

Trimmings and coatings specialist JRC Reflex has launched a new set of products for the sportswear sector, in response to demand for updates on its retroreflective products.

As well as a sparkling retroreflective trim, it has adapted a similar material for leather shoe uppers.

The microfibre is available in three thicknesses (from 1mm to 1.4mm) and is coated with the company's signature super black reflective coating.

The French company - which supplied the retroreflective fabric Nike used for its medal winners' podium jackets at the London 2012 Olympics - was founded in 1988. Based in Romans, France, it merged with Italy's IBR in 2008 and invested in production facilities there.

ROYAL DSM MEETS SALOMON'S NEED

Dutch life sciences company Royal DSM has supplied its high-performance bio-based polyamide EcoPaXX for a patented design element called the 'edging chassis' in a new range of mountaineering shoes that outdoor brand Salomon has brought to market.

In the new range, Salomon X Alp, the outdoor brand has included a special plate built into the sole with a design that combines flexibility and stiffness. The 'edging chassis' provides stability for the foot in the transverse direction to provide good grip on narrow ledges, but also allows enough flexibility in

longitudinal direction to accommodate the natural flexing of the foot, the company insists.

This requires a material with the right combination of appropriate mechanical properties and toughness, and which can also be easily processed. Royal DSM has described its product as also having the ability to retain its properties at very low temperatures, with reduced moisture uptake, despite being a polyamide. The material is suitable for injection moulding and is certified as carbon neutral from cradle to gate.

PUMA ADDS OUTLAST TO 'COOLEST SHOE IN GOLF'

Puma Golf has launched a new shoe featuring temperature-regulating Outlast Technology which it claims is the "coolest shoe in golf".

Titantour uses Outlast in the sockliner top cloth to proactively manage heat while controlling the production of moisture before it begins. Foot temperature is regulated through phase-change materials for optimal thermal comfort.

Puma Golf's head of footwear, Grant Knudson, said: "The fit, feel and performance of the new Titantour shoes are specifically designed to meet the needs of all golfers at the highest level."

D3O FUNDING ENABLES EXPANSION PLANS

Impact-protection solutions provider D3O has raised £13 million in new funding to support its further expansion and international market growth. Most of the money has come from existing investor Entrepreneurs Fund and new backer Beringea.

The UK-based company said it would invest in plant and machinery as well as in expanding its team of chemists, engineers and designers. New facilities will include a state-of-the-art innovation and development centre in the UK, which will be the global knowledge hub of the company. US expansion will include a new sales and marketing office, and in Asia D3O will open a testing and production facility.

D3O's 15 patented materials have high shock-absorbing properties that make them suitable for use in impact protection products in markets such as footwear, sports clothing and equipment, workwear and military protection. 



Backtrack

World Footwear's publishing cycle and limitations on space make it impossible for us to run more than a carefully selected sample of news from across the industry. However, we publish hundreds more stories on **www.footwearbiz.com**. The site is updated every day with news from every continent and every part of the industry, making footwearbiz.com one of the most

comprehensive archives of news anywhere on the web for the global footwear industry.

We list below just a few of the headlines that have appeared on the site in recent weeks — **www.footwearbiz.com** allows you to read those you have missed.

11/05/2015

Indian and UK students hope to revive traditional footwear

08/05/2015

Taiwanese opportunities beckon for Portuguese producers

Adidas makes 'successful' start and backtracks on Reebok

07/05/2015

TFL opens Spanish lab to service growing footwear sector

06/05/2015

Columbia's footwear sales up 60% in Europe; Sorel targets \$200m
'Tangible progress' for ZDHC group

05/05/2015

Roberto Cavalli sold

01/05/2015

Fire destroys part of Vaude's headquarters
Synthetic rubber producer plans expansion

30/04/2015

New \$600m factory for Nike supplier in Indonesia
Employment accolade for WL Gore in Spain

29/04/2015

M&S supplier Tata achieves social responsibility standard
Europeans' taste for Skechers leads to 40% Q1 increase
Flat quarter for Wolverine but confidence remains high
Genuine Turkish Leather label to come under stricter control

28/04/2015

Puma develops cooling technology with Jamaican athletes

27/04/2015

'New stable stage' for China's leather sector

Turkish partnership makes Kazakhstan shoe start-up possible

24/04/2015

20th consecutive quarter of 20% gains at Under Armour

'Expensive' China boosts DR free zone expansion

23/04/2015

Russia still matters to Italian footwear firms

Renewable, organic or recycled content in 79% of Timberland's footwear

22/04/2015

Delcam revamps ShoeMaker software
US: FDRA praises TPA introduction
New retail president for Stuart Weitzman
Assocal releases Micam 2016 dates early

21/04/2015

Name change for expanding Brown Shoe
adidas renews Team GB Olympic deal for eight years

20/04/2015

Assocal holds talks in Brussels
Athletic footwear 'buoyant' as JD Sports pockets £100m profit

17/04/2015

Adidas develops 99g football boot
Bogs boots will partner with Rohan

16/04/2015

March figures for the Chinese economy cause concern

15/04/2015

Yue Yuen posts Q1 revenue growth
Abicalçados points Brazilian shoe exporters towards Colombia
Royal DSM meets Salomon's need for special material in new mountain shoe

14/04/2015

AAFA asks for help in battle against counterfeit goods sales in China

13/04/2015

India's footwear industry gets boost from Chennai leather lab
All eyes on Milan in September 2015

08/04/2015

'Bittersweet emotions' as husband and wife team depart Pliner brand
Former New Balance manager to lead Teva
BASF celebrates 150 years in business

02/04/2015

Chinese sportswear groups out of mire as Ever-Glory reports 25% growth

01/04/2015

Puma appointment to grow athlete portfolio
Top speakers line up for bioplastics conference
Vice-president defends Ecuador's policy on footwear tariffs

New site now live



footwearbiz.com

- Fresh new look
- Simpler to navigate
- Multi lingual options
- Searchable archive of over 6,500 news stories

Contact Simon Yarwood simon@worldtrades.co.uk for more information

COPYRIGHT © WORLD TRADES PUBLISHING LTD

footwearbiz.com

Spain's shoe manufacturers sold a record number of pairs in 2014, partly due to a new focus on export markets.

A safe bet for Spanish shoemakers?

To celebrate its 100th anniversary, this Valentine's Day La Rioja-based shoe brand Victoria hired the back rows of cinemas in its home town and encouraged customers to reminisce about their first love. The marketing campaign, which also included parties and a limited-edition shoe design, was based around the first shoe produced by the brand in 1915, which founder Gregorio named after his first love, his wife, Victoria. "We created a campaign based around love, which included producing a video, and customers signed up to get free cinema tickets on Facebook," explained Juan Sevilla, its export manager.

Victoria grew rapidly in the 1970s and 1980s due to the popularity of its canvas plimsolls, which are still made in the Calahorra-based factory. But it is the export strategy embarked on in 2006 and accelerated in the past few years that has borne fruit: sales have increased fivefold in that time and now more than 80% of production is exported.

The ongoing struggles in the domestic market, which has

seen the economy nosedive since 2008, have led many companies to refocus. Rather than targeting local markets, they have cast their net wider, to great success: 2014 was a record year for the country's footwear sales. Data from FICE, the Spanish Footwear Industry Federation, suggests companies sold €2.6 billion worth, or 154 million pairs, in 2014. These figures represent an increase of 17% in both revenue and volume over 2013. Exports to the EU (80% of the total) grew 20%, with leather shoes making up two-thirds and most heading to neighbouring France, but also to Italy, Germany, Portugal and the UK. Non-EU exports increased 8% in value, with the US and Japan the top destinations.

"Since the crisis began, companies are making a special effort to diversify markets and devote themselves to exports," Patricia Piñeiro Orellano, FICE's director of the internal market and European affairs, tells *World Footwear*. "In addition, they had to follow a policy of containment of prices and shrinking of margins."



Spanish footwear firm Victoria celebrates its centenary in 2015.

CREDIT: VICTORIA

New strategy

Vitti Love, a leather specialist based in Elche, has been making shoes and boots in Italian leather for more than 50 years, but only started exporting seriously a couple of years ago. "We are learning how to export and are changing our designs to meet the different requirements of these markets," explains the company's CEO, Francisco Varo. "In the past we made classic designs, but we have adapted our styles to include high wedges and bags, and extended our agents network all over Europe." Some of the workers have been with the family-owned company more or less since its inception, and its own in-house design and production means it can stay flexible and adapt to changing demands. "Last season we exported 60% to 65% but this season it's going to be 80% or more," she added.

Similarly, Luis Gonzalo, a high-end, family-owned brand based in the eastern town of Almansa, started to export two years ago. Its shoes are made mainly from Italian leather, by 50 skilled workers in the factory it has occupied since 1966. Export manager Justi Fernandez explained that shoes made in Spain are growing in popularity. "Buyers like it if the brand has their own factory, customers value that," he says. "With the situation in Spain we realised we should look to export markets so we started to go fairs, such as Micam."

Change at Momad

One telling fact about the state of the domestic market is that more Spanish companies exhibited at Milan-based shoe fair Micam this year than they did at Madrid's Momad Metropolis. The once-popular Spanish fair has suffered over the past few years, in part because of the economic decline, but also due to various organisational issues.

Elche-based leather bootmaker Panama Jacks exhibited at Moda 10 years ago but now opts for Micam, Germany's GDS, Pure in the UK and Micam Shanghai. Similarly, Vitti pulled out a few years ago. "We already have a lot of agents in Spain," explained a Vitti Love spokesperson on their choice of show, adding that they had increased orders at Micam in February by 25% compared with the September edition. "If the organisers did a show in Elche, that might be more interesting for us, because buyers could visit our factory and see how we do things."

Momad's February edition registered 21,829 visitors, 4% more than in February 2014. There was a record number of exhibitors, 1,200, but a mere 130 of these were footwear companies, and only 80 from Spain. A lack of international visitors was also noted.

Under its previous guise as Modacalzado, the show formerly co-located with leathergoods event Iberpiel Marroquinería to make up Sipel, which attracted around 20,000 visitors in the mid-2000s. However, as the recession took hold, exhibitors pulled away, and visitor numbers had fallen to less than half that number by 2008. Organisers relaunched as Momad in 2013, adding accessories and apparel firms.

FICE had previously criticised the new set-up, suggesting it did footwear firms no favours because featuring apparel and accessories in the same halls meant there was less emphasis on shoes. Following consultation, show organiser Ifema announced in March that footwear will exclusively occupy hall four for the September 2015 event "in response to the sector's wish to stand apart with an identity of its own".

Conversely, while many of the brands at Micam preferred the



High-end Luis Gonzalo uses Spanish and Italian leathers.

CREDIT: LUIS GONZALO



Vitti Love has extended its range to include booties, brogues and bags. CREDIT: VITTI LOVE



Neosens uses embossed soles made in a group-owned factory.

CREDIT: NEOSENS



Buyers at Momad.

CREDIT: MOMAD

international outlook of the Italian show, some of the smaller outfits liked Momad's informal feel. "Momad is very easy, people just come to your stand and buy," said Lirette Gerlach, founder of Netherlands-based Chic by Lirette. "The Spanish brands I share a manufacturer with can sign up 30 to 40 new customers at Momad, but depending on where your stand is, Micam can be quite quiet. It's a big difference."

Despite this, Micam confirmed its reputation as one of the

most important international fairs for footwear brands. February's show attracted 32,100 visitors, 15,700 of whom came from outside Italy, the first time Italian buyers exceeded non-Italian ones since September 2011.

Italian footwear production fell below the threshold of 200 million pairs in 2014 for the first time since 2008, but

Seit 1952 entwickelt, produziert und vertreibt Rhenoflex weltweit Komponenten für die Schuhindustrie. Mit unseren thermoplastischen Produkten liefern wir Spitzentechnologie für das Innenleben aller Schuhtypen, von Sportschuhen bis zu High-Heels, von Arbeitsschuhen bis hin zu Tanzschuhen. Darüber hinaus arbeiten wir intensiv an Innovationen für andere Branchen.

Als Markt- und Technologieführer verbinden wir Qualität und Service mit Produkten, die ein Höchstmaß an Komfort und Haltbarkeit bieten. Unsere optimalen Prozessabläufe garantieren faire Preise, und immer wieder stellen wir unter Beweis, dass ökonomische und ökologische Anforderungen miteinander vereinbar sind.

Wir suchen einen Schuhtechniker (m/w)

Ihre Aufgabe umfasst im Wesentlichen die Akquise von Neukunden und die Betreuung von Bestandskunden im technischen Bereich. Die Position erfordert eine intensive globale Reisetätigkeit.

- Wir erwarten**
- eine abgeschlossene Ausbildung zum/zur Schuhtechniker/-in oder ein vergleichbares abgeschlossenes Studium
 - internationale Vertriebserfahrung und Freude am Umgang mit Menschen aus unterschiedlichen Kulturen
 - sehr gute Englischkenntnisse in Wort und Schrift

Wir bieten ein interessantes und abwechslungsreiches Aufgabengebiet und leistungsgerechte finanzielle Bedingungen



Bei Interesse senden Sie Ihre Bewerbung bitte bevorzugt per E-Mail an:

Rhenoflex GmbH

HR / Birgit Koch
Giulinistraße 2
D - 67065 Ludwigshafen

Tel: +49-621-5709-6254
E-Mail: b.koch@rhenoflex.com
www.rhenoflex.com

manufacturers association Assocal said data was pointing to a recovery in Italy, and across much of Europe. "This is the beginning of an upturn," suggested Tommaso Cancellara, an Assocal director.

International vibe

La Rioja-based Neosens, part of the Art Footwear group, hoped to capitalise on Micam's international outlook, even though this year it clashed with Moda in Birmingham and Magic in Las Vegas. Neosens has attended Micam since its launch eight years ago, in which time it has grown exports to between 80% and 90%, not only to Europe but also to the US, Canada, Japan and Russia. The shoes are made from leather and hand brushed with a special cream to create an aged appearance.

Just over 210 Spanish companies exhibited at Micam, 145 of them under the guidance of FICE. "Micam is one of the leading shoe events worldwide, therefore it is an important meeting point for the Spanish brands in their promotional activities," explains Ms Piñeiro Orellano.

The footwear producing hub of Valencia, the region where half of Spain's shoes are made, reported 27% growth in exports last year. Neighbouring region Murcia increased its exports by 12.3%, with one of its largest players, New Rock, selling in 86 countries. The company treats, laser cuts and embosses the leathers for its wide-range of styles of biker boot and casual leather shoes, and has been exhibiting at Micam for many years: "We don't have to exhibit at Momad as we invite all our customers to our factory," explains New Rock's sales manager, which includes a trip to a mini bullfighting ring on-site.

Co_shoes fills a void

This important region now has a new show, Co_Shoes, the second of which took place in late April. Rather than showcasing finished products, it is an opportunity for brands to meet outsource partners, and attracted 50 exhibitors to the inaugural event last October.

"Co_Shoes is an initiative that emerged as a response to a process of relocation of production and the demands to manufacture in Spain coming from national and international brands and retailers," explains FICE. "This allowed us to take action to support companies engaged in manufacture and build a path for strengthening the industrial fabric." The second edition took place in a larger hall at the Alicante Exhibition Centre in Elche.

The next step is diversification. FICE wants companies to focus on Asia, where only 7% of exports head. "This does not correspond to the size and level of growth in these markets," says Ms Piñeiro Orellano. "The US is also a priority market, it is experiencing a positive development and we must continue to build on the favourable euro/dollar exchange rate."

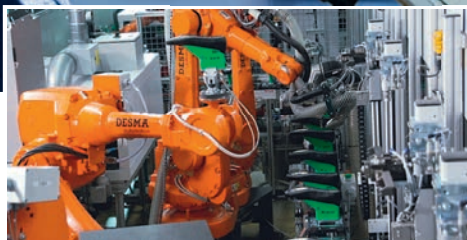
The exchange rate – which saw the dollar hit a 12-year high against the euro in March – means European goods are relatively cheaper, which exporters are keen to take advantage of. "Being more customer oriented, focusing on branding, design and innovation, and persevering in export markets – all this should be taken into account if companies want to make the most of the favourable exchange rate," says FICE's director. "Export figures reflect one of the best years in the history of Spanish footwear and confirms that companies feel that looking abroad is a safe bet." 

A+A VISIT US IN DÜSSELDORF, GERMANY!
27 - 30 October 2015
Hall 10 | Booth 10B13

AUTOMATION | > DESMA amir® C

DESMA

THE FINEST IN SHOE PRODUCTION ENGINEERING



FIT FOR THE FUTURE!

DESMA CELEBRATES 1111 ROBOTS SOLD TO THE FOOTWEAR INDUSTRY WORLDWIDE.

High automated footwear manufacturing with integrated robots – the foundation for your production optimization:

- | > **LOWER PRODUCTION COSTS**
- | > **RELIABLE QUALITY**
- | > **HIGHER PRODUCTIVITY**

Be more effective: DESMA amir® C

Automated Material supply with Integrated Robots

KLÖCKNER DESMA SCHUHMASCHINEN GMBH | DESMASTR. 3/5 | 28832 ACHIM | GERMANY

INFO@DESMA.DE | WWW.DESMA.DE

When high-end Swedish outdoor footwear brand Lundhags heard about Terracare leather from Josef Heinen, it identified immediately with the concept it aims to put across. You can make high-quality leather and care for the environment at the same time, and you can take pride in putting this message across to retailers and consumers.

Boot brand identifies with Terracare leather

Lundhags, a high-end outdoor footwear brand from Sweden, announced at the start of 2015 that it had chosen Bergamo Terracare leather from German tanning company Josef Heinen for the uppers in a new heritage collection of boots. The collection will go on sale to the public for the autumn-winter 2015-2016 season. It comprises five styles, each made with what Lundhags calls "great attention to detail and craftsmanship".

Head footwear designer, Niklas Karlsson, has said the collection pays homage to Lundhags' almost 80-year history of quality products, although it also uses a new last and a new style of outsole. Mr Karlsson has said the Bergamo leather appeals to him because of its dark and oily surface. He adds: "It perfectly fits the finish that we wanted to give the Heritage collection."

Lundhags has been using leather from Josef Heinen in almost all of its footwear for about four years. Mats-Håkan Lundhag, whose grandfather (a shoemaker named Jonas Lundhag) founded the brand in 1932, is now its product manager for footwear. He explains that the connection between Lundhags and Heinen happened by chance at an exhibition in Germany. "I was not there to find materials," he recalls, "but we met and had a very good conversation about leather and it grew from there."

Questions about chrome

He says that "just once or twice a year" Lundhags was having to respond to questions from consumers about skin complaints, which people inside and outside the company linked to the leather. At that time, it was sourcing leather from a tannery in Portugal, which is where its footwear manufacturing partners are. Specifically, Mr Lundhag says there were



Lundhags boots are made to withstand Nordic weather in all seasons.

CREDIT: LUNDHAGS

concerns about chrome. "Leather and how it is made were not areas of great interest for me in the past," he explains, "but around that time we started a project internally to look at chrome-free alternatives so I was thinking about this subject a lot, and the more I read about it, the more I realised that chrome is not the whole story and that a response that only says 'chrome is dangerous' is an inadequate response. I met Thomas Heinen, current managing director of Josef Heinen, we started talking about this and I learned a lot."

Footwear at Lundhags means outdoor boots, mostly with a rubber base and a full-grain leather shaft, varying in length from the 29 centimetres of the Forest model to the 18 centimetres of the Contessa WS Mid. Hand-made and rugged enough to withstand Scandinavian weather in all seasons, they are high-end, expensive items, with starting prices well above €200 per pair. Mats-Håkan Lundhag calculates that 90% of the shafts in the brand's total annual production of around 16,000 pairs are now made from Terracare leather from Heinen, with the other 10% being made from splits.

To help shoe companies respond to consumers' desires

Terracare leather is the brand name that Josef Heinen now applies to all its finished leather, saying that the name defines its production standards: environmentally-friendly, resource-efficient and socially compatible, using raw materials from a well known and carefully monitored source, its own backyard in Germany. It started work on the Terracare idea towards the end of the last decade. When Josef Heinen featured in the inaugural global Tannery of the Year competition, winning a Highly Commended award for Europe in 2010, it said Terracare came about because it wanted to help footwear brands respond to consumers' desire for more environmentally friendly shoes. It felt a new brand name, with labels and hang-tags, would help its customers understand better how it makes leather. For example, in the four years between 2003 and 2007, in the build-up to the launch of Terracare, Josef Heinen managed to cut the amount of water it consumed in its production by more than 70% and direct energy consumption by more than 80%. Now it offers three sections in the range: Terracare, "manufactured according to strict environmental and social standards"; Terracare Zero CO2, sales of which generate money for reforestation programmes and Terracare Zero Chrome, produced according to Terracare standards, but without chrome.

The tanning company feels the concept will appeal to customers who share its "views and passions". This certainly proved true with Lundhags. Mats-Håkan Lundhag says he likes Josef Heinen's 120-years of history, its independence and its commitment to using and improving traditional processes; he wonders out loud why anyone would want to use four times more water than was absolutely necessary. "I like the whole idea behind Terracare," he says, "all the environmental and social thinking. It's in line with our own values." For example, Lundhags, too, has a programme in place to support forests, specifically old-growth forests in Sweden.



German tannery Josef Heinen launched Terracare about eight years ago to help footwear brands respond to consumers' desire for more environmentally friendly shoes. CREDIT: WTP

Open to openness

Before the Terracare decision, Mr Lundhag recalls earlier attempts in Sweden to agree on an environmental index for the shoe industry there, but says many of the retail buyers initially involved in the project were reluctant to bring the intricacy of some of their supply chain relationships in Asia completely into the open. Working with a leather supplier in northern Germany is less complex. Thomas Heinen has travelled to Sweden to take part in extensive training sessions to help build up knowledge internally among Lundhags staff of what Terracare means and why it's different, and Lundhags has built on this, focusing on how its own team can best explain this difference to retailers and consumers.

"Some retailers were familiar with Josef Heinen already," Mr Lundhag says. "They recognised the name and some of them knew about the Terracare programme too." He explains that

Lundhags will start to put Terracare labels, with a short text to introduce the concept and a link to Heinen's dedicated Terracare website, onto its boots from summer 2015 onwards. The brand's footwear product manager makes no apologies for adding to the amount of information consumers receive when buying the boots. "I think we should be proud of what we are doing," he says.



Leathers in the Terracare range are produced using as little water and energy as possible.

CREDIT: LUNDHAGS

After half a century as a non-core subsidiary of different owners, footwear component supplier Rhenoﬂex believes its new-found status as an independent company will inspire it bring new materials to the global footwear market.

Rhenoﬂex is ready to run on its own

Shoe component manufacturer Rhenoﬂex has broken away from its parent group ICL and will continue to develop toe-puffs, heel-grips, counters, reinforcements and linings as an independent company.

Following a decision to focus on fertilisers and food ingredients, ICL has sold Rhenoﬂex to a Munich-based investment group, Findos. The Rhenoﬂex management team, with chief executive Rainer Gruber at its head, will now run the footwear component producer as a stand-alone company. It will continue to run its production, research and development, sales and marketing activities at its headquarters in Ludwigshafen and has said its mid-term planning includes "substantial investment" to secure further growth and to boost its global presence.

On making the announcement, Rhenoﬂex said it feels sure that its new-found freedom will give it additional flexibility to bring new materials to the footwear market.

Soon after former BASF executive Stefan Borgas became the president and chief executive of ICL, he decided to sell all the non-core businesses, among them Rhenoﬂex. "This has always been the situation with Rhenoﬂex," Rainer Gruber explains. "We've never been the core business of our owners and that can prove tricky when you are in line for funding for new ideas."

Rhenoﬂex was founded in 1952 as a subsidiary of Ludwigshafen-based chemicals group Giulini, a status it maintained until 1977, when ICL acquired the whole of Giulini. Pirmasens, traditionally the principal centre for shoe production in Germany, was on Giulini's doorstep, Mr Gruber explains, so developing a subsidiary devoted to the shoe business seemed like a natural step.



Flying solo. Rhenoﬂex is no longer part of the ICL conglomerate but will continue to develop toe-puffs, heel-grips, counters, reinforcements and other products for the footwear industry as an independent company.

CREDIT: RHENOFLEX



Carve-out complications

Rainer Gruber held several senior positions in Giuliani and ICL before becoming a vice-president of Rhenoflex in 1997 and taking over the running of the business unit in 2007. He describes himself as being only a few years from retirement, which makes his decision to head up the breakaway company an interesting and courageous one. "I've changed company after 45 years," he says. "It was certainly a bit of a tough ride over the last 12 months or so, after ICL's decision to sell became clear. And it's certainly true that managing a carve-out is more complicated than managing an acquisition. But our backers insisted that all the key people had to remain in place and I have no regrets; quite the opposite, in fact. My heart always beat for Rhenoflex."

He insists that ICL was always good to Rhenoflex and to all of the businesses it acquired from Giuliani, but adds that the company is also in good hands now, pointing in particular to the long-term approach that Findos seems to take with the companies it acquires. "The big advantage is going to be in decision-making," the chief executive continues. "For example, we want to grow the company by hiring apprentices and develop our people that way. That way, people stay on. When you are a non-core business, you have to go through a lot of talking before you can hire anyone. Decision-making is shorter for us now. We don't have all the layers in between. Findos have made a big investment in the business and I have to be accountable, obviously, but if I think a decision is right for Rhenoflex, it can happen tomorrow."

Stable set-up

One disadvantage that the company is working to overcome is that suppliers and customers may require a little bit of time to get used to the new Rhenoflex set-up. Products such as its Imperflex V25 PG extruded, waterproof cover for insoles, of which one side is coated with adhesive to make it especially useful in shoes and boots in which the manufacturer wants to seal the uppers with membrane technology, are popular among important footwear brands. But these brands are

demanding and want to be sure the set-up is stable, as suppliers do too. They have nothing to worry about, Mr Gruber says, but he understands their need to be sure. He recalls questions of this type arising everywhere in the footwear supply chain at the start of the global economic downturn in 2008. To be able to point to a strong parent company in those troubled times eased partners' troubled minds then. For the new independent Rhenoflex to do likewise, the familiar faces and voices of the management team will be important, as will continuing hard work on the part of the whole company.

Customers expect more

"Our customers have reacted positively," Mr Gruber says. "The relationships we have with them already play a big role. The customers know Rhenoflex and have long-term relationships with us. I have called them and explained on the phone and followed up in writing what we were doing. There have been no negative comments. If anything, they have made it clear that they expect more from us in the future, more sustainable products, for example, to help them make their shoes more sustainable."

Investing "even more than before" in research and development, which Mr Gruber intends to do, will be the means of delivering this extra value, and also a way of "harvesting the fruits of what has gone before". This will involve investing in new, faster, and better machines.

From an environmental point of view, the lowest-hanging of these fruits will include increasing Rhenoflex's use of recycled materials. The company is looking at a closed-loop project that will involve taking scrap from shoe factories and making it into a sheet material for use in the production of new components. "It would be hard to justify bringing those materials to Germany from footwear factories in China and Vietnam," Mr Gruber says, "but we want to do it wherever it makes sense. We are also looking at greener raw materials from renewable sources. We can take waste products, grind them up and put them back into formulation. We want to be waste-free. We want to close the circle." ♻️



Future of footwear recycling

The world's first footwear recycling system was developed by a team of researchers lead by Professor Shahin Rahimifard at the Centre for Sustainable Manufacturing and Recycling Technologies (SMART), at Loughborough University in the UK. It was covered in some considerable detail in the May/June issue of *World Footwear* last year. While the system has proved thoroughly practical in terms of technology, it needs to operate on a large scale basis in order to become commercially viable. The team's attention during the past twelve months has therefore been on identifying what would be required to

do this and what actions to take.

As a brief reminder as to what is involved, this footwear recycling system is able to recover different material streams from footwear including leather, foam, rubber, plastics, and textiles by using various fragmentation and separation processes including granulation, air-based, density-based and size-based systems. It currently recovers materials that are considered to be 'down-cycled' and only suitable for low value applications such as insulation, construction and surfacing materials. Higher quality and purity of materials can be achieved through repetition of fragmentation and

separation processes, but this increases throughput time and hence the overall cost of recycling.

Researchers at SMART are now looking at ways of increasing the quality of the recovered materials from post-consumer products, thus improving the commercial viability of footwear recycling. This work, in addition to improving the recycling technologies themselves, is also focusing on challenges in earlier stages of product life cycle such as actual design, material preparation and production, based on a proactive approach, to reduce the efforts required to recycle the footwear products at the end of their lives.



Footwear recycling line at the Centre for SMART.

ALL CREDITS: SMART

ELIMINATING THE USE OF METAL

Metal removal is the most complex stage of the footwear recycling process. The frequent heavy encapsulation of metal components within the footwear itself means that automatic detection mechanisms can often fail and, as a result, the undetected metal fragments not only cause damage to the recycling equipment itself but also severely limit the application options for the resulting recycled materials. Metal removal is currently carried out manually due to the difficulties associated with automated processes. This manual recycling is not only arduous and hazardous, but also incurs high labour costs thus making it unsuitable for the large-scale recycling of footwear needed to make it commercially viable.

The SMART research team is therefore actively promoting the total elimination of metal components in

footwear production and investigating the potential of substitute materials, such as carbon-fibre composites, reinforced plastics and fibre reinforced plastics. Although the metal substitutes currently available present a number of challenges in terms of meeting the functional requirements necessary such as stiffness and rigidity, decorative and aesthetic appearances, these are not seen as being insurmountable.

DESIGN FOR RECYCLING

The innovative 'Design for Recycling' tool produced by researchers at the Centre for SMART predicts the level of material separation that would occur during the end of life recycling process based on a pre-selected combination of material mix. This is achieved through modelling the interaction between various waste materials based on their specific characteristics (e.g. density and terminal velocity) and

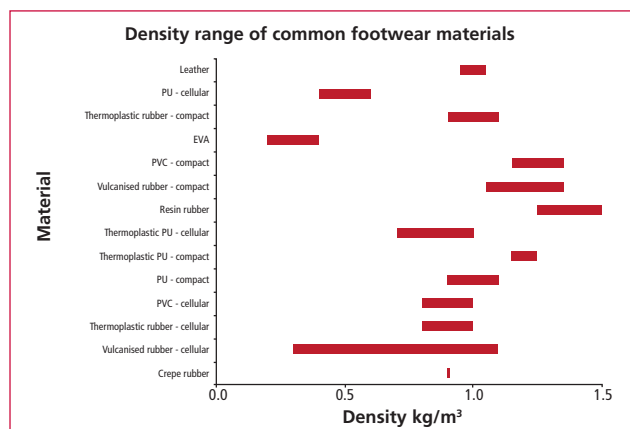
consideration for a range of potential applications for material reuse. Using this information, footwear designers are able to identify and choose the most suitable combination of materials that would reduce the recycling effort needed and improve the quality of recycled materials obtained.

MIXED PRODUCT RECYCLING

A substantial proportion of the cost of footwear recycling is incurred by the collection and sorting of used shoes. Within urban areas and large cities, the amount of footwear waste collected as a feedstock for a potential recycling system is great enough to justify the set-up and operational costs of a recycling facility. However, in other areas where the level of feedstock required to make the process economically viable does not exist, collecting and recycling other end-of-life products with a similar



End-of-Life footwear decision support tool.



Density range of common footwear materials.

materials content to footwear could be worth considering.

In this context, SMART researcher Tegan Pringle is investigating a novel solution referred to as RRS (Reconfigurable Recycling Systems) in which a range of used products with similar material content can be processed. These systems utilise a series of 'plug and play' interchangeable processes to provide flexibility to the recycling line and have the ability to switch off a process or re-direct waste flow automatically depending on the nature of the products being recycled.

This, for example, allows leather footwear to be recycled on the same line as leather apparel and other leather luxury goods such as handbags, briefcases, wallets, purses and travelling bags. Whereas these items may require a slightly different set of recycling processes in order to provide good material recovery yields, the significant increase in the scale of waste being processed would improve long-term economic sustainability.

SMART's view is that if we want to embed sustainability considerations across the value chain for the production

and consumption of footwear, the way products, services and businesses are designed and delivered needs to be changed. This, in turn, will require such considerations to be systematically and purposefully incorporated within existing practice at every stage of a product's life cycle.

As part of an on-going global programme referred to as 'Global Leather Recovery', the researchers at Loughborough are engaging with various stakeholders within the footwear value chain in order to develop an overall consensus for future R&D initiatives that could help to make footwear recycling an accepted and commercially viable practice. Those involved so far include footwear manufacturers and retailers, chemical producers and tanners, as well as designers and consumers. Indeed, SMART would welcome additional input from anyone else who might be interested.

Professor Rahimifard is keen to stress that such long-term aspirations and strategies for improving the recyclability of footwear products require global acceptance and implementation if they are to succeed. 



Typical metallic items found in footwear. Steel shanks moulded into soles are particularly difficult to extract.



RHENOPRINT
by Rhenoflex

SEND A STRONG SIGNAL TO THE ENVIRONMENT

Rhenoprint, the innovative box toe and counter material, finally brings together eco-friendliness and cost-efficiency. Cutting and skiving become superfluous as the component is custom-shaped from a special powder. You can easily remould flawed pieces, thus avoiding waste material and saving a lot of space. Patterns are in no time made in house by ways of CAD or flat bed scanning, and lower activation temperatures save energy.

Make sure that your figures and the environment take on the right color.

Rx Rhenoflex

Partner for innovative footwear production

BK Giulini GmbH · BL Rhenoflex
Giulinistr. 2 · 67065 Ludwigshafen · Germany
Phone +49 621 57 09 - 03 · Fax +49 621 57 09 - 6321
info@rhenoflex.com · www.rhenoflex.com

www.agentur-barth.de



a member of
SATRA
TECHNOLOGY
CENTRE



COPYRIGHT © WORLD TRADES PUBLISHING LTD

Technology poles and leather clusters

CARLO MILONE



FREYA Technology Centre. ALL CREDITS PISIE

Cluster networking refers to a way of coordinating or, better still, synergistically integrating the activities of different players involved in a value chain. Technology poles, more accurately, Competitiveness and Technology Poles (CTP), are determined by the needs expressed by the stakeholders in a local cluster, with the support of associations, public authorities and institutions that will be needed to bring real added value to users.

Suppliers in today's footwear market are often SMEs facing the twin challenges of improving their technological capability and lowering production costs in order to compete. Globalisation has increased the pressure by strangling many companies producing under their own brand. Outsourcing to various levels of suppliers now being the rule, the competitiveness of the whole leather industry is increasingly affected by those suppliers' competitiveness and the ongoing pressure on production costs which forces producers, unable to achieve an acceptable quality standard for the international market, to close their businesses.

Hence the important role of technology poles in facilitating access to resources such as technology,

training, market research and support services, that can free manufacturers from the bondage of contract manufacturing and enable them to find their own market niches. However, implementation of cluster development strategies varies considerably from one region to another. In those where the developed world's best practices are applied, there are significant differences as regards the cluster, its organisation and the business support services offered within the framework of its technology poles to those where it is not.

Technology poles have a long history. In the beginning there were agencies of technology linked to vocational training, while institutes of technology and polytechnics have been in existence since at least the 18th century. The world's first was founded in Hungary in 1735 to train specialists in precious metal and copper mining to meet the requirements of the new industrial revolution. The earliest leather institute was the Italian 'Stazione Sperimentale Industria delle Pelli' (SSIP) founded in 1885. It is now a centre for research and technical assistance to the tanning industry. After that, similar institutions were created throughout Europe with the

role of stimulating technical progress in the industry through research and technological development.

TECHNOLOGY CENTRES

True technology centres for the footwear and related industries only really started during the early 1940s when raw materials countries in South America had the opportunity for fast industrialisation due to the dramatic destruction and shortage of goods in Europe during World War II. These technology centres were specifically designed to assist the introduction of new know-how. After that, the example spread across the world and became increasingly popular after the war with the expansion of engineering and applied science education to meet new needs created by industrial reconstruction.

In newly developing countries, they were established post-decolonisation in order to support a political drive for 'import substitution'. The mission was one of transferring know-how from developed countries in order to set up some industries within a protected market area. The second step was to promote exports that increased the added value of local natural resources.

Typical examples can be found in North Africa with the CNCC (Centre National du Cuir et de la Chaussure), created in 1969 to promote and develop the Tunisian leather and shoe industry. Likewise the CMTC (Centre Marocain Des Techniques Du Cuir) and the ENEDIM (Entreprise Nationale de Développement des Industries Manufacturières) in Algeria, then reformed with the name of CNTC (centre national Textile et Cuir) Spa in 1998 and now known as the Centre National des Technologies et du Consulting.

In the 1970s the use of technology poles became an important topic for UN agencies. The concept lost its importance however in the late 1980s when new market-oriented economic trends were leading to open market investment: Foreign direct investment and a de-localisation of production resulted in centralised services losing ground in the confrontation with pure private driven activities.

ITALIAN DISTRICTS

The leading model became the Italian Districts of medium and (mainly) small companies. Distinctive characteristics of these districts were specialisation in a manufacturing sector, division of work between companies, high entrepreneurial levels and close ties between social and economic life. They were defined by law as 'local territorial industrial districts characterised by a large concentration of small enterprises, with special emphasis on the relation between the presence of enterprises and resident population, as well as on the specialisation of enterprise production as a whole'.

They are based on formal or informal arrangements which promote interest in the cluster among the stakeholders involved. The enterprises within the district are 'clustered' by taking advantage of the benefits that derive from staying close even from a physical point of view. Spatial proximity allows the codified or tacit transmission of knowledge and, thereby, the development of individual enterprises as well as of the entire system.

In the 1980s, the popular slogan was "piccolo è bello" (small is good), promoted thorough the Districts' stakeholders. Then the global sector changed further and in a manner

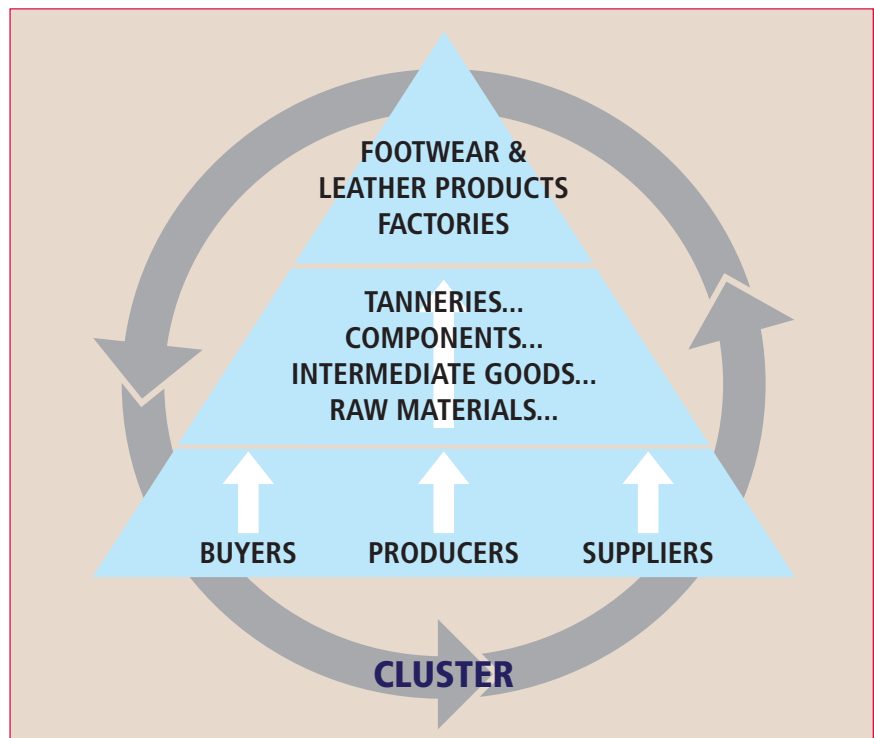


Figure 1 – A typical cluster showing potential stakeholders.

redolent of the theory of 'creative destruction' developed from Marxist thinking by the Austrian American economist Joseph Shumpeter: "A process of industrial mutation that incessantly revolutionises the economic structure from within, incessantly creating a new one." The new industrial actors are the 'big companies' which can invest in R&D, build technical departments and exploit marketing techniques and specialist manager activity.

In this context the idea of some technology poles to propel cooperation between companies at both local and international levels is being revitalised. This has come about due to the counter effects of globalisation such as that of the 'fall down' effects caused by the concentration of the footwear and leather goods market in a limited number of international brands, the large use of OEM producers, design concentrated in the hands of large retailers and the destruction of medium and small integrated clusters.

The general opinion is that, in the ocean of the free market, technology centres could help the small and medium enterprises to stabilise their quality and productivity in order to be better able to approach the global market either within the brands' value chain or by means of alternative niche

markets. The goal is to network small- and medium- enterprises and upgrade their skills and technologies to a certain consistency and basic uniformity. A good starting point is to approach the changes demanded by the global market.

Figure 1 depicts a typical cluster where buyers, producers and suppliers are part of a complete business environment that also contains producers of finished products and intermediate goods or are just a segment of it, such as only tanners or only shoemakers. It is important to define the limits of the cluster because if the technology centre produces only a few services and not enough to meet the real needs of the cluster, then the activity is wasted as demonstrated by the many institutions of this type that are now marginalised.

INDIAN EXAMPLE

A small but extremely successful example is FREYA, a unit of the ILPA Infrastructure Development Foundation in India. The foundation was formed by the leather goods manufacturers and exporters of West Bengal and has set up a design studio at its leather goods park at Bantala, Kolkata, to provide technical expertise to the leather goods industry on product development, design and fashion trends. It has received



FREYA offers a broad spectrum of services.



The Ultimate in Puncture Protection & Comfort for hunters, linemen, postmen, oilfield workers, geologists and others who spend time in snake country.

EmtexGlobal's proprietary laminated fabric combines the unique properties of flexibility, lightweight, and puncture resistance.

Watch the live snake handler video-repeated strikes by a real snake! Visit www.emtexglobal.com



For an outstanding selection of interior and exterior materials visit www.emtexglobal.com

assistance from the Government of India under its Indian Leather Development Programme (ILDLP).

It was made possible by means of a PPP (public and private partnership) that included leather goods producers, UNIDO's Consolidated Project for SME Development, the Central Leather Research Institute (CLRI), Council for Leather Exports (CLE), Indian Finished Leather Manufacturers and Exporters Association (IFLMEA) and Assomac, the Italian association of footwear and leather goods machinery manufacturers.

It is also a not-for-profit centre operating successfully with a wide inclusive management scheme and without government funding. Within this economically sustainable scheme, FREYA provides a broad spectrum of services to micro, small and medium scale leather goods manufacturers. It is a fully-fledged design shop that caters to the demands of both domestic and international markets and yet is not just a retailer of services in the sense of 'anything that works is welcomed'. It is certainly an example of how to organise advanced services tailored to a cluster's stakeholders. Institutional organs and coordinators have been created in order to avoid market competition between stakeholders and foster common interests.

From this venture we may learn that competitiveness can only be achieved by means of networking among enterprises and institutions, and the important part that a PPP scheme can play. Historically, PPP is a scheme normally associated with large infrastructures of important social interest such as railways or roads that also includes private contributions to achieve the targeted budget and a certain 'private' style of management for reasons of efficiency. This is quite common place, for example, in Europe. In newly developing countries, many examples show it is now also very common to use this model for industrial investments. For example, utilities and commodities connected to an industrial zone or, as in the case of FREYA, for technology poles.

PUBLIC FUNDING

The initial pattern of industrialisation, often found in relatively small industries, frequently fails to produce enough capital to implement such

long term common investments. Besides that, there is also a cultural problem. Small industries are sometimes very flexible and reactive but not very proactive due to limited market experience and a lack of long term vision; this is something that must be created by networking the cluster.

The general philosophy of this new 'Zeitgeist' of leather clusters is that the establishment of a technology pole is in the general interest of the stakeholders and a benefit to all concerned. Consequently, initial expenses for the setting up of technology centres or similar agencies are sponsored at least partially by a third party representing the collective or public interest: either the associations representing the collectivity of the enterprises concerned or the public sector. As regards the latter, however, it is important to avoid the risk of setting up something in the nature of a Public Authority along the lines of the 'Gossnab' committee of the former Soviet Union; centralised design, purchasing and production is something that belongs to the past and, in any case, did not produce much in the way of development.

The involvement of the public sector is a delicate matter and one to be treated carefully. Indeed, it may well be advisable to have the public sector on board only for a certain period in order to avoid such technology poles based on PPP as being seen as a remedy for those whose business model is no longer practical. This may include selling particular goods or services to meet a demand that is disappearing, production in the wrong place geographically, use of production techniques that are no longer suitable methods to maximise net revenues or skills and experience that are no longer able to attract buyers in the labour market. There are countless other reasons besides where people or companies might like to use the power of the state in order to exclude valid competition.

Enemies of the open market therefore demand public bailouts, subsidies, tax breaks and the most varied forms of welfare for companies and individuals to alleviate the blows imparted by global competition. It's

true, this will alleviate the suffering caused by these blows. At the same time, it will also slow the process by which wealth is created and introduce measures that are ruinous—especially if imposed by the state—that can develop strong roots in the political-economic system and serve as channels for the waste of resources and eternal shackles to progress itself. 🚫

**Carlo Milone is Secretary General of PISIE (Politecnico Internazionale per lo sviluppo industriale ed economico), Vigevano, Italy.*



FREYA also offers practical hands on tuition.



**NO MATTER WHAT COLOR
FOOTWEAR YOU MAKE,
MAKE SURE THE THREAD
IS GREEN.**

We provide the planet with the finest, most durable threads available in a range of fibers and a rainbow of colors. More importantly, each is produced with a commitment to environmental care and sustainability. Unlike inferior versions. Because it's the right thing to do.

Learn more about our long-standing Eco-Driven® Program at amefird.com and download our "Ten Threads of Sustainability" brochure. Clearly, if you're ready to step up to protect the earth and your brand, we've got the threads for you.



Looking to a bright future

The radical changes in fortune for the world's footwear industry since the coming of globalisation has led to much disquiet as to what the future might hold. Would Asian countries led by China develop a stranglehold on the industry? In a world seemingly obsessed by major brands, would consumer choice become increasingly restricted? And, squeezed between the forces of low wage cost manufacturing and the influence of these brands, how could small manufacturers hope to survive?

Nothing is ever permanent however. Indeed, in today's rapidly changing world, less so than ever before. None of these fears have in fact come to pass as wages in Asian economies have risen dramatically, new technologies have revolutionised the way shoes can be made and consumers have far more power than ever before. So, although there have been many casualties over the past thirty years or so, is the future now in fact good for the footwear industry? Yves Morin, CEO of the French footwear research and technology centre CTC Groupe, certainly thinks so: a long and increasingly bright one.

To substantiate this, he cites how rapidly the industry is developing as witnessed by the enormous increase in production that has taken place over the past twenty years (around 20 billion pairs in 2013) as a result of population growth and improved living standards in almost all countries. Population growth shows no sign of slowing, so as long as living standards continue to rise, the outlook for the industry as far as demand is concerned is indeed bright.

Furthermore, he points out how the industry has become increasingly popular. Every fashion magazine and a number of TV shows feature footwear, while more and more celebrities like to talk about their favourite shoes. The footwear and leather goods industries, whose products used to be referred to as 'accessories' in the fashion industry, have now become a "key element" of fashion itself. Footwear brands and products are in the spotlight as never before which is something we should

all be aware of as it is a good thing.

However, he goes on to warn that, "At the same time, however, the industry still faces many challenges, such as the costs of both labour and materials, the availability of leather and a continual rise in the price of finished products. It also faces a new one where consumers as well as NGOs have increasing expectations in other areas.

"They demand greater transparency, want to know how and where products were manufactured and what substances have been used. They want to know if those products were safe for their, and their families' health. And, increasingly, they also want to know if any tanneries involved were causing water pollution, what working conditions were like in the factories involved and other things such as why did a particular factory collapse on its employees."

M. Morin also observes that within the 34 member countries of the

O.E.C.D, 50% of the population says that they are affected by social responsibility, which suggests it is the right time for the industry to ask questions about its social, environmental and economic impacts on the global economy and to open its mind to better understand this matter and act properly with regard to company social responsibility.

"CSR can be a source of opportunity and should be considered as a new method of management for the leather, footwear and leather goods industries, in order to improve the manufacturing process as well as meeting market expectations." He feels that the vast majority of industry in general is yet to realise that the world is changing and does not pay enough attention to sustainability. "Our industries could build an innovative model with a new manufacturing process establishing a fruitful dialogue with the different stakeholders involved."



CREDIT: DHOXAX / SHUTTERSTOCK

He accepts that it will of course not be an easy and a peaceful path. Indeed, we can be sure there will be considerable resistance in some quarters, particularly from manufacturers at the lower end of the price scale. To some extent, one can see why, as at the beginning it will cost money. It will also require a rethink of attitudes and a willingness to replace long accepted practices. But change is now inevitable as consumers encouraged by the media increasingly demand. Major international brands have responded and, where they lead, the rest of the industry inevitably follows.

The concept of investing in health and safety to protect employees, improve employee benefits plans in order to retain staff and paying overtime to employees rather than penalising financially for arriving late for work will also be hard for employers in some parts of the world to accept. However, if they wish to take full advantage of a global market and become a supplier to a major brand or, indeed, any other retail outlet in the developed world, they will have to change otherwise no one will do business with them.

M. Morin also says that far more attention will also have to be paid to intellectual property rights and enforcing legislation to fight against the counterfeiting that continues to hit so many branded products and materials with no respect for all the effort that has gone into developing and manufacturing them. Failure to do so, will ultimately reduce customer confidence in the products they are buying and the brands or manufacturers supplying them.

At the end of the day it will be savings that companies generate by eliminating many hidden costs that hitherto been overlooked that help to control manufacturing costs. Using less or better materials, lowering unit labour costs by employing well-trained and loyal staff, the use of recycled materials wherever possible and the most efficient equipment in terms of energy can also play a major role. And, finally, savings can be made and benefits accrued by avoiding the return of defective products, by working with customers in long term relationships where both parties cooperate to mutual advantage. All these will provide savings on a daily basis and probably a

much lighter environmental footprint as well.

Last but not least, employees throughout the company can take a pride in the organisation they work for, one which educates its staff, cares about the environment, respects the neighbourhood in which it is located and is considerate of everyone—not just its customers. M. Morin is calling on the footwear industry to open its doors to more equitable and more

sustainable development in order to enjoy the long and bright future he believes it deserves. 

Yves Morin is CTC General manager, visiting Professor at the University of Lyon (France) teaching Social and Environmental Audit Practices, President of UITIC (International Union of Shoe Industry Technicians) and also serves on the UNIDO Leather Panel.



Vaccinations were one of many treatments available at a medical camp run at Ludhiana in India as part of A&E's CSR programme. CREDIT: AMERICAN & EFIRD

Implementing and operating an effective CSR and sustainability programme is neither easy nor can it happen overnight. It is this fact that has caused many companies to shy away once they begin to realise the degree of commitment needed. That they are shortsighted is demonstrated by the ever increasing number that do undertake that commitment and go on to make a success of it both socially and commercially.

A good example of a company with a highly successful programme, is US thread manufacturer American & Efirid. Founded in 1891, it is one of the largest producers of industrial sewing threads in the world, with primary spinning, dyeing and winding facilities in the US, China and India. Its senior management has pursued best practice in environmental management and health and safety in its own operations and those of business partners and suppliers for many years.

Its policy comprises a number of separate headings which provide a multifaceted approach to environmental stewardship that includes regular monitoring, analysis and improvement. Areas covered are global carbon footprint, water and energy conservation, sustainable packaging, recycling and waste reduction, eco-driven products and eco-driven education and involvement. An annual report is published covering each of these threads which is available for anyone to read.

The company is committed to integrity and high standards of conduct at all of its operations around the world and business partners must follow the same standards. Programmes, policies and goals reflect an effort to act in an ethical and socially responsible manner that benefits communities, customers and employees. Standards are published in a global code of conduct and all facilities wherever they may be are required to comply with both this and the company's health and safety policies.

Assembling and disassembling

Aly Khalifa is the founder of Designbox, a product and graphic design company based in Raleigh N.C. that is dedicated to 'design innovation and inventive culture'. Having designed shoes for a variety of clients, he has some original views on how the footwear industry needs to move away from what he sees as its current default position of manufacturing using generic designs, toxic adhesives and factory labour.

"In a world where trends change faster than you can tweet about them, it's hard for shoe companies to keep up when their products are assembled half way around the world and the people making the shoes have no concept of the people wearing the shoes and vice versa." Through his latest enterprise Lyf Footwear, he is seeking to tackle these perceived problems in a radical if not revolutionary manner by using a design framework known as 'integrative innovation', a process through which the best ideas come out of combining all challenging problems into one big creative task.

"The footwear industry needs to get really creative and think outside of the conventional shoe box. One of the biggest problems is globalised manufacturing and the disconnect between buyer and seller. Guessing what your customer wants rather than making exactly what they really want is high risk. If trends change before a shoe hits the stores, you have no way to alter it, nor recover the full manufacturing cost."

He plans to achieve this by producing custom-fit, custom-fashion shoes using local assembly, 100% recyclable materials and with a low carbon footprint. Construction is by a mechanical connection system using interlocking components and was inspired by Japanese Shinto joinery where clever design without screws or adhesives has produced structures that actually become stronger over time. It uses no adhesives and requires no tools, so in effect, the shoes can be made by anyone and anywhere. Shoe kits have been available for a long time but are essentially low tech, usually rather crude and lacking any customisation in terms of design and fit. Lyf shoes are most certainly not.

The technology used to create the customised fit and the actual components that are used, is highly advanced. It utilises the most advanced digital manufacturing tools to combine micro-scale production with full retail customer involvement. Individualised components are created on demand and footwear is customised for both fit and fashion. It has also been a long process. In fact, although Aly Khalifa has been developing Lyf Shoes technologies and methodologies for more than a decade, he is only now

getting started with consumers. With the constant and rapid changes in 3D printing which he uses to produce some components and all the other development work during this period, it has taken several generations of product to reach where he is today.

The patented product engineering involved eliminates any need for complex machinery, adhesives and the drying ovens they require as well as the substantial labour content normally required in the industry. Shoes are assembled on demand which the company says is ideal for intimately meeting consumer needs with the lowest carbon footprint possible. By following a decentralised manufacturing model, the barriers of entry are removed and the way paved for micro-enterprise development across the world as a way to incorporate indigenous textiles from rural villages offering custom prints through to being a gateway to digital manufacturing.

By offering consumers a buy-back programme, Lyf is also pioneering what it refers to as 'Symmetrical Manufacturing' whereby each assembly facility also disassembles the shoes and sends the resulting components back to OEM (original equipment) manufacturers, creating

Assembled ladies shoe.

ALL CREDITS: LYF SHOES



what it claims to be the industry's first 'closed loop' shoe. It also uses a clever digital capture device that tracks biomechanics and builds user profiles. This allows it to identify user needs and make each pair of shoes better than the last through direct interaction with the consumer.

"Since we only make what we sell, we eliminate the huge amount of waste typical of the shoe industry. The construction of the shoe itself is uniquely free of the toxic adhesives used in footwear. Lyf shoes are designed for complete disassembly, so each pair of shoes can stay out of the landfill and be recycled into a new pair. It's a lot like the boy scout mantra of 'pack it in, pack it out', meaning that if you put something into the world you should be able to take it back at the end of its use period and then regenerate the next one."

Lyf Shoes are designed to be a platform of expression for creative people, so the company focuses on consumers who relish creative expression, demand quality products and like to feel good about where their product is coming from and where it is going. Its first line consists of a single casual silhouette for women and another for men. Within that platform there are a multitude of fit, fashion and technology options which it believes will keep its customers captivated and their group busy for quite a while. Since the business model relies on closing the loop with customers in order to make their next pair better, the company believes it will gain valuable direct feedback on the next lines to be released.

The company is fully committed to using sustainable sources and hopes to achieve full Cradle 2 Cradle certification across its products. This is made apparent by the focus on all natural fibre uppers (biological nutrient which can go back into producing new fibre or else be turned into soil) and 3D printed elastomer (technical nutrient which is also fully recyclable). This is all tightly controlled via a closed-loop returns programme where customers get a 15% discount on their next pair.

Asked how the shoes are able to be 'a custom fit', Aly Khalifa says, "We have a wonderful last designer who has created the proprietary files on which all of our shoes are based. We leverage some sophisticated methods to 'virtually last' our shoes in lengths, ball widths and heel widths. We even split pairs since most people have one foot longer than the other. While this is a massive amount of data it has given us the ability to fit customers in a radically different way. As a result, we have bypassed traditional methods of shoe making so that we can efficiently produce a truly innovative and customised product in-store."

Shoe components are produced and sold on-site at a ShopOp (retail shop/operation) using a minimum amount of equipment and without the use of VOCs in assembly so that the process is entirely clean. The overall growth plan is based on a distributed manufacturing model called the Lyf Partner Program where local entrepreneurs can be certified to make shoes on-site. Once a customer has their Lyf Fit profile saved with the company, they can be confident that every future pair they buy will fit perfectly in the same way as going to a traditional bespoke hand shoemaker.

As the company expands into new markets, it also plans to engage local designers to create graphics for uppers that suit that particular market, local IT experts to modify the digital Lyf Tracker system and local material suppliers who are able



Disassembled shoe.

achieve its quality standards. In other words, adapting itself to meet the needs of the individual regardless of background or where they live.

Summing up his philosophy, Aly Khalifa declares that "Lyf Shoes is a company dedicated to making footwear for a better planet. All of us in the footwear industry know that we have a lot of environmental, health, and production challenges. By rethinking the process of how shoes are made and sold, we believe we have discovered a unique opportunity to integrate job creation, customer service and sustainability into a new paradigm." This could resonate strongly with many environmentally concerned consumers as it would appear they have all the answers as far as they are concerned. However, it will doubtless take time. 🔄



Businesses that benefit from the meat animals produce must include the greenhouse emissions they also produce in their carbon footprint calculations.

CREDIT: SHUTTERSTOCK / HEATH JOHNSON

Going for green

The footwear industry, like any other, is merely part of a chain stretching from basic raw material to final user. The leather it widely uses as an upper material starts out with the farmer and runs through the meat packer and the tanner before finally reaching the shoe maker. Anything affecting the farmer who grows the initial animal, the abattoir that slaughters it for meat and the tanner who converts the hide from a by-product to a usable commodity therefore also affects the shoe maker and, ultimately, the consumer.

COTANCE (European Confederation of the Leather Industry) has fought hard on behalf of the leather industry on the question of carbon footprint. Negotiating with the European Commission (EC) and other industries as part of a pilot project it has proved

hard work. The prize sought is official recognition of leather as a 'green' product. If this can be achieved, there are positive consequences for the leather and footwear industry as a whole.

Debate continues about how much—if any—of the upstream carbon footprint of its raw material the leather industry should take responsibility for when assessing its own impact on the environment. London-based life cycle analysis consultancy Trucost suggests between 8% and 10% from cattle. This is broadly in keeping with figures quoted by some prominent tanning groups, including PrimeAsia, as to the possible proportion of the economic value of a cow that can be attributed to the hide.

This works for many companies in the face of the intense negotiation with customers over price and volume. Some

of these, particularly those producing athletic footwear, have shown in recent years that they require little persuasion to substitute cheaper synthetic materials instead. However, there have also been occasions where carbon footprint has been used as an excuse for using less leather, suggesting to consumers that their shoes no longer contain leather because leather, meat and cows are all bad for the environment. Regrettably, it usually goes unsaid that the synthetic substitutes used often have a much greater impact on the environment.

In this context, it seems clear to *World Footwear* that even companies that accept 7%, 8%, 9% or even 10% of the carbon footprint of the cow as part of the carbon footprint of the finished leather, often do so to be politic and to avoid upsetting or even driving away

sensitive customers, rather than out of a conviction that tanners have responsibility for part of these greenhouse gas emissions. Anything for a quiet life.

POSITIVE LEADERSHIP

At least since the autumn of 2012, the leather industry's representative body in the European Union (EU), COTANCE, has shown it does not want a quiet life. The Brussels-based body has shown some positive leadership on this important question, making it clear from the outset that its work shows that the leather industry's share of the carbon footprint of the cattle and meat industries should be zero.

At a meeting in Shanghai that September of the Global Leather Co-ordinating Committee, a body with representatives from the three global industry associations, the International Council of Tanners, the International Council of Hide Skin & Leather Traders Associations and the International Union of Leather Technologists and Chemists Societies, COTANCE with the support of the United Nations Industrial Development Organization pushed for, and secured, an endorsement for a then-new technical report on this subject. This report, the work of Milan-based consultant Federico Brugnoli, has been subjected to and stood up to scrutiny ever since. It has also convinced many that zero is indeed the correct share for leather of cattle's carbon footprint.

Sg. Brugnoli, a vastly experienced leather consultant, drew on earlier work on life cycle analysis by Danish academic Bo Pedersen Weidema. The Weidema position is simple enough: you must identify the main product for which the animal is reared and apportion to it 100% of the environmental weight. Leather from cattle, goat and sheep (generating almost all the leather in the world) is never going to hold that status. Those animals are looked after and sold for meat and milk; their hides and skins also have a value but are not a priority. It is the products that provide farmers with their primary reason for rearing livestock that have to 'carry the can' on carbon footprint.

This is the same as saying there is nothing tanners can do about the greenhouse gas an animal emits before



Animals are primarily reared for meat. CREDIT: SHUTTERSTOCK / PIXELPETER

packer companies transport it to the abattoir to be slaughtered for meat. The hide becomes available as a by-product of this process and most consumers and all tanners believe it should be used as a raw material for footwear and other leather products. What would happen to these hides if tanners stopped buying them? Would this affect the number of animals slaughtered?

IGNORE THE CORRECTION

Nevertheless, reports that focus (and sometimes exaggerate) livestock's contribution to global warming can affect some consumers' thinking in regard to leather. This has in fact happened in the recent past when the UN's Food and Agriculture Organization (FAO) said in the 2006 report *Livestock's Long Shadow* that the life cycle of livestock produced 18% of all greenhouse gas emissions and more than all forms of transportation combined. It took years to assess the true environmental impact of the livestock industry and for it to emerge that the original report was flawed. Rather than 18%, it was actually 3.4% while transportation's share was no less than 26%.

Part of the problem regarding the leather industry preferring a quiet life is that too little is heard of this progress and of most examples of action that tanners and their suppliers are taking to have as little impact on the environment as possible. Furthermore, the message given out by the erroneous original report appeared everywhere and, despite the evidence to the contrary, is frequently still repeated today, probably the result of lazy research.

PILOT INITIATIVE

A fundamental part of COTANCE's fight so far is its attempt to have leather included in a wider EC pilot project examining the environmental footprint of a range of consumer products. The big prize at the end of this lengthy project as already stated, is for the EU to classify leather as, officially, a green product with all the positive benefits it would bring to both tanners and shoe makers. Much remains to be done. The leather industry is not working alone however as the Commission also received expressions of interest from the meat, dairy, animal feed and pet food sectors. As a result, it suggested

they join the leather industry in a new working group of 'stakeholders in the cattle value chain'.

Broadly speaking, the EC supports green products and green industries, but has also said it wants consumers to have confidence that products claiming to be green really do have a low impact on the environment. It therefore asked representatives of these industries to agree 'system boundaries' between them in the chain as regards sharing environmental responsibilities. This entails defining which processes to include or not in determining the environmental footprint of the diverse products involved. Setting out the leather industry's position on this has been a priority.

LIKE FOR LIKE COMPARISONS

At the beginning of 2014, the Commission's directorate general for the environment arranged a special training day in Brussels to help all industries aiming to take part in the pilot initiatives—including all those in the cattle value chain—understand what constitutes an environmentally friendly product in the Commission's view. Those attending included a number of major figures from the leather industry who subsequently became the mainstay of a technical secretariat formed to support COTANCE's ongoing initiative.

The Commission has issued a lengthy guidance document setting out what it needs the people representing leather and the other industries to do. Much of this focussed on Product Environmental Footprint (PEF), a method of quantifying the environmental impacts of products, goods



Tanners only want to take responsibility for the carbon footprint of leather from the abattoir to the time it leaves the tannery.

CREDIT: WTP

Picture taken May 1, 1872 - G. W. Caldwell
Left to right: G. W. Caldwell (Dog Prince), Oliver Gilbert, Tommie Price, Mr. Monroe, Elsie Wilson, Charles G. Mr. Name

G. W. CALDWELL & CO.
PROPRIETORS OF
MAPLE PARK TANNER
MANUFACTURERS OF
RAWHIDE LACE AND HALF LEATHER, RAWHIDE
KNOTTED HAME-STRINGS.

OVER 150 YEARS DEDICATED TO
THE HIGHEST QUALITY LEATHER
& LEATHER PRODUCTS

And we're just getting started

**AUBURN
LEATHER**™

Footwear Lace / Sport Lace / Leather Hides & Lots / Crafter's Leather / Contract Manufacturing

"GLOBAL MANUFACTURER CRAFTING INNOVATIVE SOLUTIONS"

AUBURN LEATHER COMPANY, 125 CALDWELL ST. AUBURN, KY. 42206. CONTACT US AT 800.635.0617 or VISIT US AT WWW.AUBURNLEATHER.COM

or services. PEF sets a basis for comparing one product to another, helping consumers decide which is 'greener'. A fair comparison is only possible, however, if the results are based on the same Product Category Rules (PCRs) and the guidance document flags up a critical problem. All too often, PCRs used to compare one product to another are to quote, "similar but different", so limiting the levels of help they can offer in terms of making informed comparisons between products.

REAL AND VIRTUAL PRODUCTS

Part of the technical secretariat's work has been to develop a model for a representative product that offers a concrete example of what the PEF would look like in reality. Although it is permissible to use a virtual product, the consensus among secretariat members was that as leather is a tangible product that most consumers know already, it would be better to focus on the real rather than the virtual. Furthermore, it

should also be leather for shoe uppers made from the grain side of a bovine hide to a final thickness of less than 1.7 millimetres as this would be most representative. It is also a product for which it would be easy to find the data necessary for working out most aspects of its environmental footprint.

It is for this product, that the technical secretariat has worked towards drawing up a PEF declaration. This will range from a description of the function, technical performance, intended use of the product, its 'expected service lifetime' and its characteristics, to calculations relating to its environmental footprint. It has needed to be comprehensive and transparent in order to satisfy both the EC and a public consultation exercise that started at the beginning of this year. Having studied the guidance document most carefully, the secretariat believes it is close to being able to make a strong PEF declaration.

One thing that is certain is that the scope of the PEF declaration that the technical committee puts together on

behalf of Europe's leather industry, where its calculations for the representative product start and where they finish, will be faithful to the arguments that COTANCE has presented consistently for more than two years now. The leather industry cares about what happens to cattle and other animals whose hides and skins it uses as by-products. But, having said that, the tanning industry's carbon footprint clearly begins at the abattoir, where the material is first put aside for use by tanners, and ends when finished leather goes into the onward distribution chain at the tannery gate.

It is to be sincerely hoped that COTANCE succeeds in its quest as a positive outcome will be greatly to the benefit of the leather and footwear industries world wide. Whatever the outcome, however, it is refreshing to see someone at long last taking positive action to offset the misrepresentation that has plagued the industry for far too long and repair the damage it has caused in the eyes of many consumers. 🍷



WALKING TOWARDS A SUSTAINABLE PRODUCT

GLOBAL SOLUTIONS FOR THE FOOTWEAR INDUSTRY

With our in-depth industry experience and technical know-how, SGS industry experts assist you in navigating complex global market requirements through a global technical platform and a worldwide network of laboratories. SGS assists you in conforming to safety, quality and functionality requirements substance and social compliance.



www.sgs.com/softlines

WHEN YOU NEED TO BE SURE

SGS

In the past decade, the US brand has learned the power of celebrity endorsements. Regular appearances on the red carpet have propelled sales northwards, and new owner Coach plans to carry on the trajectory.

Stuart Weitzman aims for the stars

In less than a decade, Stuart Weitzman has grown from a US-focused mid-market brand to a globally recognised name – in part due to a change of strategy to focus on more influential feet. The designer credits actress Angelina Jolie with helping him to realise the power of endorsements when she requested a nude sandal for a premiere in 2010 and which has now featured on countless red carpets. “My eyes opened up,” he said in a recent interview. “I realised that entering that world could give us an edge. And so, while we kept our existing customers, we also started to grow in fashion.”

The Nudist – a strappy sandal with a 4.5-inch heel – has since graced the feet of actresses Diane Kruger, Reece Witherspoon and Heather Graham, singers Blake Lively, Rita Ora and Bette Midler and was named celebrities’ favourite red carpet shoe of 2014 by US press. It’s precisely its simplicity that aided the proliferation, being a “clean shoe that goes with 90% of dresses”. A reported 75,000 pairs were sold last year.

One of the appeals of Weitzman’s designs is that while they are seen as ‘designer’, they are less expensive than the top-end brands, making them accessible to a larger market. Most styles cost around the \$300 mark while those at Jimmy Choo, Louboutin and Manolo Blahnik tend to be at least double. Consumers feel they can ‘treat themselves’, perhaps for a wedding or evening event, which the brand knows is one of its strengths. “With evening shoes or special occasion, generally when a woman puts it on she wants a little drama in her outfit, and that allow us to be a little bolder,” explains Mr Weitzman.

To bolster that sector, in 2002 he launched the ‘million dollar shoe’ for the Oscars – adding diamonds to a strappy shoe worn by actress Laura Haring and which got as much press coverage as the Oscar winners. “I said to my team, we need to come up with something that will make the press pay attention to the shoes.” Its success was a surprise; he now designs a special pair for the event each year. “I can’t imagine



Among other celebrity endorsements, Angelina Jolie is a fan, often choosing a plain design for premieres.

CREDIT: EVERETT COLLECTION / SHUTTERSTOCK.COM

not continuing to find the time, energy or excitement for creating shoes for special events," he says.

First steps

Mr Weitzman hadn't intended a career in the footwear sector. He went to the prestigious Wharton Business School in Philadelphia, fancying his chances on Wall Street. But footwear was in his blood: his father was a shoe designer and owned a footwear factory in Massachusetts. Mr Weitzman senior encouraged his son to try designing—something he turned out to be quite good at.

Stuart took over the family business with his brother in 1963 but sold the business in the early 1970s. He continued to design for a higher-end spin off, Caressa, and established a partnership with a Spanish factory in Elda to manufacture the designs – something they still do to this day. He bought back the label in 1986 as well as the factory, and the roster of Spanish facilities has grown to include a sole and last factory.

"Owning our own factories means consistency," he explains. Consistency in quality is vital when the patterns are hand cut and each pair is made with 200 operations. Some are hand-sewn, taking a day each to make. The vertically integrated supply chain means he can react quickly to market demand and produce more of popular designs, and also means he can keep costs lower than his peers, he says.

Takeover target

The brand's success in recent years has made it an attractive takeover target. It came to the attention of private equity firms – which have a penchant for the sector (*World Footwear* March/April 2014) – and larger groups, keen to leverage their cashflow and experience.

In 2010, footwear and apparel giant Jones Group bought a 55% stake for a reported \$180 million, two years later securing the rest for an additional \$250 million. In turn, New York-based buyout firm Sycamore Partners bought the Jones Group in 2013 for \$2.2 billion and began to syphon off the various brands. It split the group into four divisions and disposed of some of the CEOs, including the head of Nine West Footwear, Kathy Nedorostek.

During these upheavals, Mr Weitzman lost his majority share but retained creative control of the company. "Relatively little changed," he says, overseeing all the company's operations, from design and material selection to brand message, and reportedly spending half his year in Spain to monitor the business there. While the changes may have been disruptive, the new owners ploughed in capital, which allowed the brand to grow. In the five years from 2010, sales rose 10% per year, reaching \$300 million in 2014.

These kind of sales figures were attractive to US brand Coach, which had been trying to break into the footwear market through its own brand for several years. At the start of 2015, it announced its acquisition of Stuart Weitzman for \$600 million. Coach's leathergoods sales had begun to flounder in its domestic market, and it was looking to bolster fashion credibility.

Coach CEO Victor Luis described Weitzman as having "further significant development potential". "The size, scope and vibrancy of the Stuart Weitzman brand, along with the continuity of its management team, allows for a seamless transition to Coach ownership, as we continue to focus on



The company has developed a global multi-channel distribution network, including directly operated stores in the US and Europe.

CREDIT: RITU MANOJ JETHANI / SHUTTERSTOCK.COM

Coach's brand transformation. We look forward to advancing the Stuart Weitzman brand's global development, especially by leveraging Coach's international infrastructure and expertise in handbags and accessories."

Weitzman is sold in 120 bricks-and-mortar stores with wholesale making up 80% of its business, whereas Coach has a footprint of 1,000 stores. While there are no plans to sell Weitzman shoes in these stores, their network allows for significant expansion. From footwear making up less than 10% of revenues in 2012, Coach is now targeting 7% annual growth in the sector for the next five years. A nod to Mr Luis' comments about expertise, Mr Weitzman added of the deal: "We look forward to supporting the Coach team with our technical and merchandising expertise in footwear."

Coach should be pleased with the legion of celebrity fans the Weitzman brand brings: the Duchess of Cambridge Kate Middleton has several styles, the prolific Corkswoon wedge selling out for the past two years. "When you send someone something for the event and they wear it that's ok, but when they go out and buy it, as she did, that's even better."

He remains hands-on, aged 71, laughing off questions of retirement. He sketches 1,000 designs a year and is the lead designer for every pair. "I always feel that if I do the best I can do, and everyone I work with can do that, then the public will love our product," he says. "I'm a lucky guy, everyone would like to do their hobby every day and that's what I do." 🌀



ALL CREDITS: MICAM

For autumn/winter 2015, classic styles will be updated with embellishments, woven materials and shine.

Street style offers inspiration

As a new generation grows up with access to the internet, blogs and vlogs, urban streets across the world are providing increasing inspiration for trends. "Street blogs are a huge influence on our industry these days," says Helen Sac from trends forecasting agency WSGN. "We can no longer just rely on runway to feed us our trends. We spend a lot of time looking to the streets, seeing what people are wearing and what they're doing."

For autumn-winter 2015, there will be styles seen in previous seasons, updated with embellishments, say experts. Shoes will have decoration, whether that's through surface interest or ornamentation, chains or buckles. We're going to see embellishment used in unusual ways.

For women, the mule will be updated by adding shine through the leather or adding texture, such as with pony skin. Colours will be deep and dark: luxury greens, mauve and purples with added shine.

Pointy Oxfords, of which there are many interpretations, will be a key look. "We have been wearing this shoe for a while now so consumers will want updates," says Ms Sac. This could be through the mix of materials or colour.

Prada and Miu Miu have been the champions of the pointed loafer and we will see more of these, perhaps with a white sole as a nod to the activewear market. "The kitten heel will also be an important shape as we look at active influences and the way the woman wants to be more comfortable. The leather is key. We're looking at soft, natural muted tones."

The pull-up over-the-knee boot was noted on recent catwalks and will be in stores in soft materials, but with added embellishments like chains, offering a bit of added value for the consumer.

Complementing the embellishment theme, woven materials look set to take centre stage, whether it's woven leathers or



Women's shoes will feature stacked heels and added shine.



Chunky soles will be prevalent for men, with updates in purples.

textiles, used to add detail or as the main material on the upper. Woven styles will also complement some of the 'neo-tribalism' looks that will be prevalent in apparel.

"We're continuing with the summer sandal feel for women, but designers have crossed it over into winter," adds Ms Sac. "The key thing is the chunky loafer but with the crossover strap at the front, to emulate summer and a casual feeling. It can be done in a bold colour or a woven tapestry-type material."

Imagining the nights growing colder, designers have been drawn to icy and winter landscapes this season, so there will be a lot of whites and shades of grey. The snow Ugg-style boot will be textured on the outside with faux fur, shearling and the warmth on the outside, in an everyday boot shape.

The trainer and high-top will be important as the activewear trend moves further into everyday life. "People are wearing sneakers into office meetings," says Ms Sac. "Classic shoe markets can tap into this. Companies that would normally never make sneakers are moving in this direction because it's such a big trend." As part of this, there will be dressier or printed trainers. "Being able to personalise your outfits that way is going to be really key for this season."

The stacked heel ankle boot has been extremely popular for many reasons: it's comfortable, it's practical, it goes with lots of things, and will be big again this season, but with some kind of embellishment or mixed materials. "We're not ready to move away from the shape yet but we want the update."

Platforms will be added to women's brogues in the same vein. "The platform comes from the active influence, and we are seeing that over the next season. It's adding a very classic brogue shape into the active shape and updated, whether it's by adding materials or embellishment."

Men's styles

The chunky soles will also be prevalent for men. Colours are deep and rich, which work well for a winter holiday season in deep purples, fine lilacs and turquoises. "What's really nice for winter season is the shine; the tarnished gold or a beautiful champagne pink metallic, as well as mercury," explains Kim Mannino, WGSN's director of trend services. "Metallics have been strong for a number of seasons and they keep evolving."

The Chelsea boot, which has been popular since the



Children will wear contrast soles, shine and 'neo' animal print.

1960s and is still strong, has been updated by mixing matt and patent leather, and interest added with a woven cap toe. "There will be more patent leathers for men, not just for evening but everyday, or leathers with an aged appeal, looking at where we can be elaborate."

Another key theme for both men and women will be heritage, using a colour palette of deep greens, navy, browns and blacks—colours that go very well in the winter season. "It's about taking the time to appreciate craftsmanship, how it's made and considered detailing," says Ms Mannino. "It is the return to things that are made well. We want things that are going to last a long time."

The men's brogue trends keep evolving, updated with fringing and zip closures instead of laces – in reds, forest greens, browns and greys. Highly polished leathers are key and the design will be updated with a chunky sole.

The modern oxford, in highly polished leather, will be prevalent, perhaps with cap toe seaming, or new lines across the heel. Loafers will have metallic pieces added around the upper or heel, or a finished metallic spray, "almost as if the leather's getting a bit rusty". Studs have become more sophisticated, smaller, and more tarnished.

In terms of male sneakers, there will be sophisticated high

tops, and hiking boots updated with metallic or polished leathers. Retro sneakers are updated in deep colours, while crafted leather and suede sneakers will feature laser cuttings. "Materials that are laser cut remain important," adds Ms Mannino. "We can even have ornate sneakers, sophisticated finishing with snakeskin replications or deep plum in patent leather or high polished green. Active has gone into mainstream and that will continue, so you will see lots of sneakers and high tops."

Children's shoes

Animal prints will continue for men and women, and will be apparent in many different ways—in very small or large print or mixing of breeds. It is also perfect for children's shoes, paired with chunky soles. There will be mesh used in children's shoes, again referenced from active wear, as well as colour blocking.

The trend is moving away from the owl prints that have been prolific in children's clothing and accessories over the past two seasons, with designers now referencing wolves and bears. The sombre grey effect of the wolf's coat will influence colour, and for younger children there will be 'bear feet' shoes with knitted paw prints in soft browns. For boys, there will be teal blues in hiking boots with soft shearling insides or dressed-up desert boots with chunky or colour-blocked soles.

For girls, slip-on Mary Janes will be updated with a buckle or strap, or a print at the front or the back, to make it a bit more playful. A bit of sheen or a bow will be added to ballerina pumps, and for boys, the denim that will be ubiquitous in apparel will find its way on to footwear, but in a more embellished way.

"We're such a diverse globe, every major city has so many nationalities that we have fusions, so for the winter season think eclectic," adds Ms Mannino. "It's about young people putting their own stamp on things and mixing up different ideas." 🌐



Kim Mannino, WGSN's director of trend services.

**CLEANSPORT
NXT**



Natural Odor Control

CLEANSPORT NXT raises the bar in odor control. Our natural probiotic treatment is effective, patented and proven. Your customers can now enjoy a fresher foot, thanks to **CLEANSPORT NXT**

cleansportnxt.com



MAGAZINES



World Footwear
All you need to know to assist you in the global footwear market.
(6 issues per year)
UK: £80.00
Airmail: £135



World Leather
The world's leading magazine for the leather industry.
(6 issues per year)
UK: £80.00
Airmail: £135



WSA
The international technical trade magazine for performance and sports materials.
(6 issues per year)
UK: £80.00
Airmail: £135

ELECTRONIC



Leatherbiz Weekly
A weekly round up of all the news relevant to people in the leather industry including exclusive market intelligence for purchasers of finished leather. Delivered as an online ezine by e-mail 50 times a year.
\$250 per annum

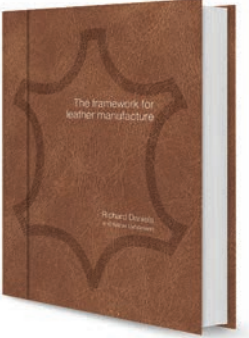
Websites
Designed to provide up-to-the-minute news and market intelligence.

leatherbiz.com

footwearbiz.com

sportstextiles.com

BOOKS



The Framework for Leather Manufacture (In English): £49.00
The first practical academic book dedicated to tanning for over 40 years.
This new book draws on and further develops work done for our previous Back to Basics series of publications. Leather making is more than a formulation which is why this book is entitled 'The framework for leather manufacture'; this work is being published to further enhance the transition of leather manufacture of earlier times to that of an efficient, advanced and ecologically sound sector of the global economy. It will be seen as essential reading for anyone in the leather supply chain, from the provider of the raw material through to the end user of the finished product.



Tannery of the Year, The Awards Book 2014 (In English): £30, €35, \$50
Percentage Pattern Cutting (In English): £40 UK, £45 Non UK

ORDER FORM

Please complete and scan/photocopy/email back to subs@worldtrades.co.uk

NAME:		POSITION:	
COMPANY:		NATURE OF BUSINESS:	
ADDRESS:			
TEL:		E-MAIL:	
PLEASE BEGIN MY SUBSCRIPTION TO:		PLEASE SEND ME _____ COPIES OF:	
MASTERCARD ☐ VISA ☐ AMERICAN EXPRESS ☐ DINERS CLUB ☐		EXPIRY DATE: / /	
CARD NO.:		SECURITY CODE:	
SIGNATURE:		3 numbers on back of card — 4 on front of AMEX	

Credit cards will be charged in GB Pounds. Your credit card company may charge you for this service. World Footwear May/June 2015

World Trades Publishing Ltd, 36 Crosby Road North, Liverpool, Merseyside, L22 4QQ, UK

COPYRIGHT © WORLD TRADES PUBLISHING LTD

PAGE	COMPANY NAME
25	American & Efird
32	Auburn Leather
39	Cleansport NXT
13	Desma
24	Emtex Global
Cover 4	Faytex
12, 21	Rhenoflex
33	SGS

WORLD FOOTWEAR

Head Office

36 Crosby Road North, Liverpool L22 4QQ, UK

Telephone: +44 151-928 9288

E-mail: wl@worldtrades.co.uk

Editor	Stephen Tierney
Deputy Editor	Clare Grainger
Consultant Editor	David Buirski
Technical Editor	Philip Lattaway
Contributors	Penny Leese Sergio Dulio Steve Lee Shari Shallard
Design Team	Vicky Owens Tim Button
Accounts	Sue Cassidy
Administration	Pauline Kelly
Subscriptions Manager	Hilary Melville
Publisher & CEO	Simon Yarwood

Worldwide Sales Offices

China/Hong Kong/Taiwan: Ringier Trade Publishing Ltd.

1001 Tower 3, Donghai Plaza, 1486 Nanjing Road West, Shanghai 200040 China
Tel: +86 21 6289 5533

For China: Marco Chang, General Manager, marco@ringiertrade.com

For Taiwan: Kelly Wong, Taiwan Manager, kwong@ringier.com.hk

France, Italy & Belgium: Jenny Pickman

54, Rue Compans, 75019 Paris, France

Tel & Fax: (+33) 1 42 41 01 69 E-mail: jenny.pickman@neuf.fr

India: S Sankaran

106 Vepery High Road, Periamet, Chennai 600 003

Tel: 25386566 Fax: 91 44 24612685 E-mail: indianleather@vsnl.net

Indonesia: Niran Raphi BSc.

Gedung Cahaya Palmerah 3rd fl, #307

Jl. Palmerah Utara III No.9 Jakarta Barat 11480 Indonesia

Tel: +62 021 5329343 / 5329014 Fax: +62 021 5329344

E-mail: esdekatraco@centrin.net.id

Iran: Roobik Khodabakhshian

World Future Trade Co. Ltd,

No. 41 (Ex. 85) Karimkhan Zand Ave., Tehran 15858 Iran P.O. Box 15855-189

Tel: +98 21 88835389/88839860 Fax: +98 21 88827892

E-mail: wftco@yahoo.com

Iran Mobile: +98 912 1011834 Italy Mobile: +39 333 6854685

Mexico: Mr. Gennaro de la Garza

Calle Schubert 520, Col. Leon Moderno, Leon, GTO. C.P. 37480

Tel: +52 477 712 1882 Fax: +52 477 712 1882

E-mail: genarodelagarza@hotmail.com or delagarzagenaro@yahoo.com.mx

Pakistan: Abdul Rab Siddiqi

Altat Hussain Road, PO Box 9969, Karachi 74000, Pakistan

Tel: 92 21 2634838 Fax: 92 21 2635007 Mobile: 92 333 2323166

E-mail: arsidiqui@fascom.com

United States & Canada: Jim Haggerty

Tel: +1 (727) 415 7582 E-mail: jim_hggerty@yahoo.com

Reader Enquiry Form *please fill and scan then email to hilary@worldtrades.co.uk*

Name: _____

Tel: _____

Position: _____

Fax: _____

Company: _____

E-mail: _____

Address: _____

Nature of business: _____



DRI-FREEZE

PERFORMANCE FABRICS WITH
TECHNICAL **COOLING** COMFORT YARNS



DRI-BLAZE

PERFORMANCE FABRICS WITH NATURAL
WARMTH INSULATION YARNS

To learn more about our products, please contact us at 781.331.9004 or www.faytex.com.

Faytex Corp.
Weymouth, MA
info@faytex.com
781.331.9004
www.faytex.com

Faytex Asia
Dongguan, China
Taichung, Taiwan
Hong Kong
info@drilexasia.com

FAYTEX
CORP.

DRI-LEX
TECHNOLOGY