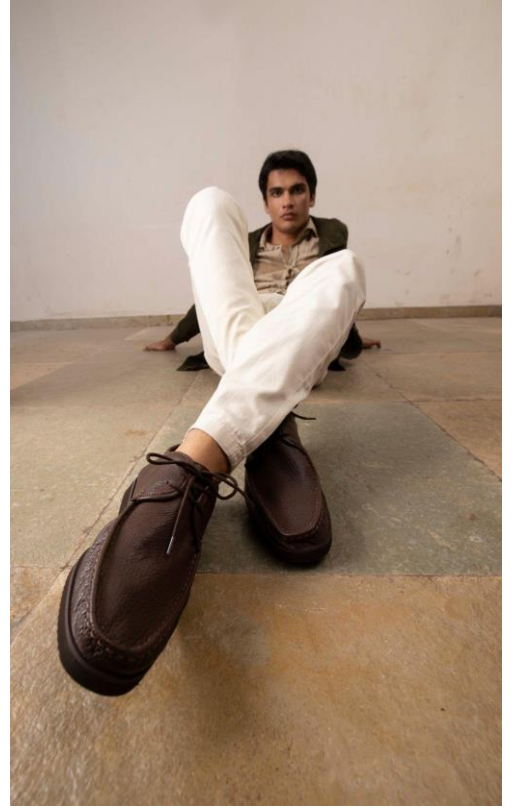


Hidesign Shoes

training







1. ITS NATURAL, ITS LEATHER

Why you should always choose leather over synthetics:
health and durability

Why your skin needs to breathe

How do you tell if your shoe is synthetic or leather? Smell it!
Check for natural grain

We make all our own leather, to make sure it's perfect for you. With lots of natural oils to make it soft, with vegetable tanning to keep your feet healthy, and we make sure it does not have paint that cracks on it

Why leather stretches to fit - Why your mama always told you to buy shoes that were a little tight.

2. COMFORT

What do your aching feet tell you ?

Check out our thick cushion.

Squeeze it. Caress it. Feel it.

Touch me. Squeeze me. Feel me.

The finest leather in the world :
Deer. Soft but tough.

3. OUR SHOES ARE MADE FOR YOUR LIFESTYLE

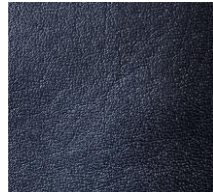
Understated. It's the quality that speaks loud and clear. Casual but elegant. Quiet luxury.

MATERIALS USED

LEATHER UPPER



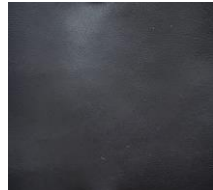
Deer / Brown



Calf / Black



Idaho / Tan



Lamb / Black

SOLES



Natural Rubber sole



EVA sole
(foam similar to rubber)

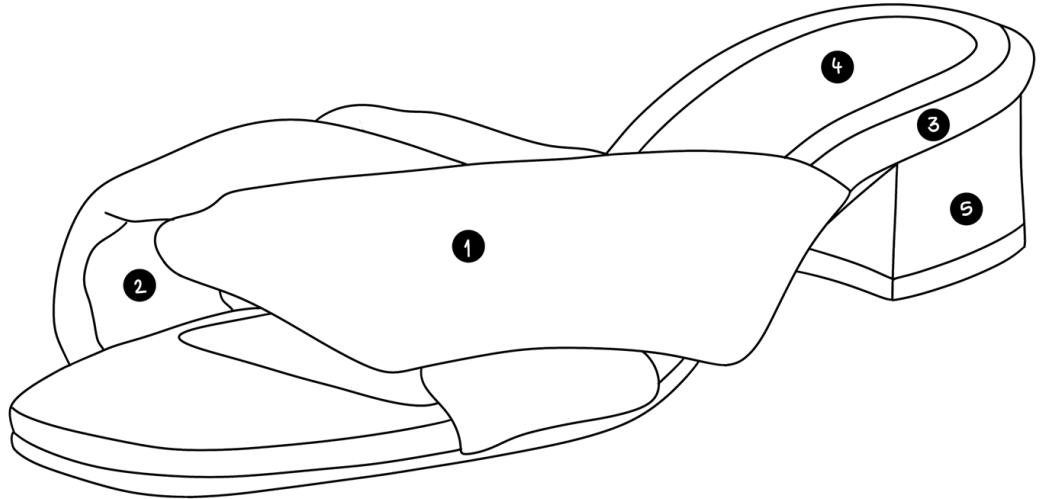


TPR Sole

Injected
Thermo Plastic
Rubber

PARTS OF A SHOE

1. Soft vegetable tanned leather that breathes
1. Lined with the softest leather
1. Flexible sole
1. Cushioned leather insole
1. Heel



TYPES OF SOLES - HOW THEY AFFECT FOOTWEAR



Natural Rubber sole

Benefits :

- Durable
- Water resistant



EVA sole (foam similar to rubber)

Benefits :

- Shock absorbing
- Flexible
- Lightweight



Injected Thermo-Plastic Rubber

Benefits :

- Shock absorbing
- Slip resistant

SHOE CATEGORIES

Slip On



Lace Up



Sandal



Sandal with Straps



Slip On Heel



Mule



Loafer



WOMEN'S SIZING			
EU Hidesign Size	US	UK	Length (cm)
36	5	3	21.6cm
	5.5	3.5	22.2cm
37	6	4	22.5cm
	6.5	4.5	23.0cm
38	7	5	23.5cm
	7.5	5.5	23.8cm
39	8	6	24.1cm
	8.5	6.5	24.6cm
40	9	7	25.1cm
	9.5	7.5	25.4cm
41	10	8	25.9cm
	10.5	8.5	26.4cm

MEN'S SIZING			
EU Hidesign Size	US	UK	Length (cm)
41	7	6	24.4cm
	7.5	6.5	24.8cm
42	8	7	25.4cm
	8.5	7.5	25.7cm
43	9	8	26cm
	9.5	8.5	26.7cm
44	10	9	27cm
	10.5	9.5	27.3cm
45	11	10	27.9cm
	11.5	10.5	28.3cm

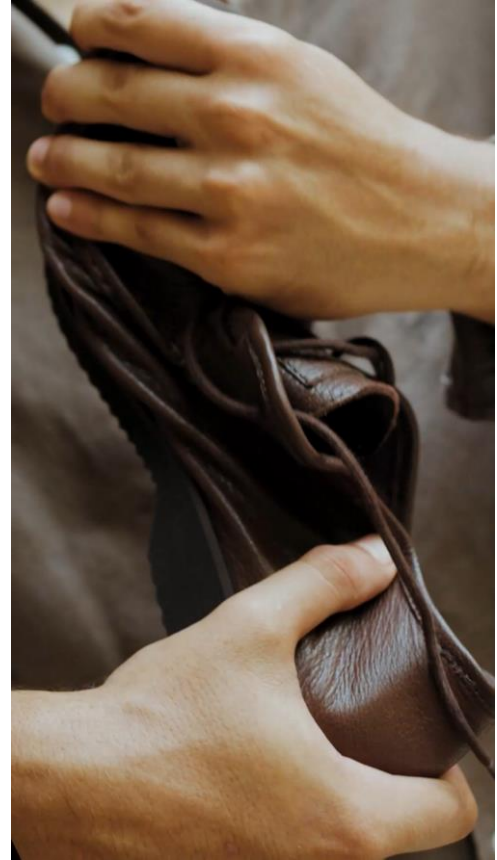
WHAT TO SAY TO CUSTOMERS

- **Leather**
 - Offers a touch of **elegance**
 - **Comfort, natural, durability, softness**
 - It is a **fashionable** choice
 - A **breathable** option for the foot
 - Leather tanning process **prevents quick wrinkling** making the product last longer
 - With time the footwear will **mold to your foot** shape- ensuring **long term enhanced comfort**



WHAT TO SAY TO CUSTOMERS

- **Comfort and Fit**
 - **High Quality Construction**
 - *Minimises discomfort*
 - *Reduces chances of blisters*
 - *Point out details such as **hand-stitching, precision-cut patterns**, or intricate embellishments that showcase the attention to detail and quality.*
 - **Ergonomic design** that provides **optimal support** and **reduces foot fatigue**
 - Made to **withstand wear and tear**



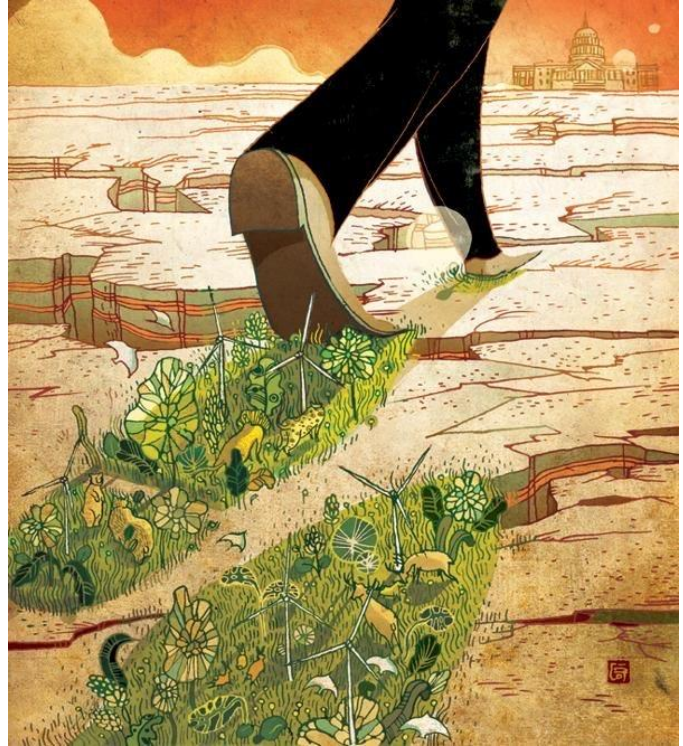
WHAT TO SAY TO CUSTOMERS

- **Cushioned Insole**
 - **Excellent support** for long walks
 - Cloud like sensation
- **Versatility:** can be dressed up or down
 - Highlight its ability to **transition effortlessly from casual to more formal** settings, making it a versatile wardrobe staple.
- **Timeless Style:** classic and timeless design, ability to **withstand changing fashion trends**, customers can enjoy their investments longterm



WHAT TO SAY TO CUSTOMERS

- Highlight the **eco-friendliness** of leather as a natural, **renewable resource**. Mention its **biodegradability** and the **reduced environmental impact** compared to synthetic materials.
- **Easy Maintenance:** Explain that leather footwear is relatively easy to care for.

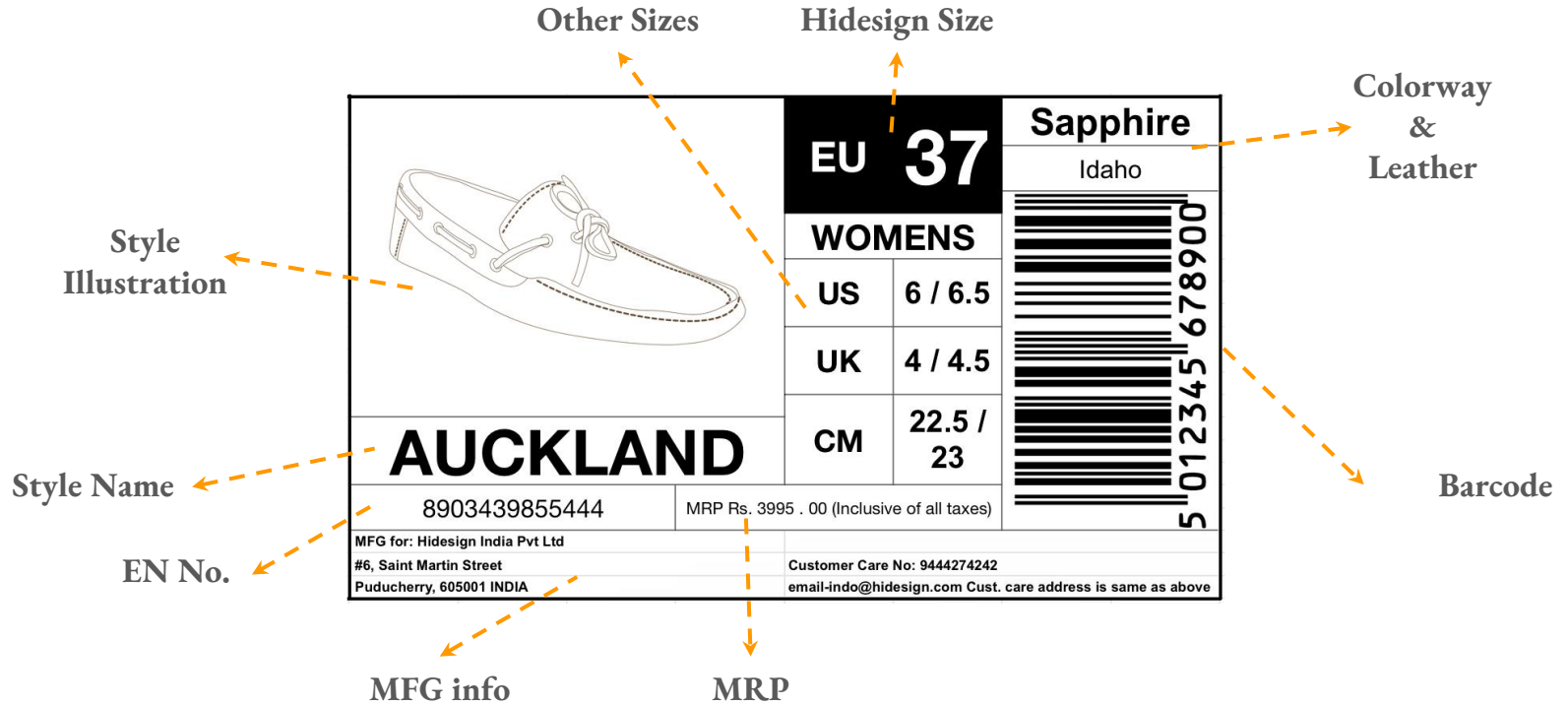


SELLING TIPS

- **Upselling and Cross-selling:**
 - *Share tips on cleaning and conditioning, as well as the **availability of leather care products in your store.***
 - *Recommend footwear complimenting handbag purchases.*
- **Product Demonstration:**
 - *Features*
 - *Benefits*
- **Experiential Process:**
 - *Make the customer try the product*
 - *Have them experience all the feature you pointed out*
- **Personalised Recommendations:**
 - *Recommend styles suggesting that they would look better or suit the customer's foot better*
 - *That increases customer satisfaction*
 - *Add compliments such as "this fits you as if it was designed for your foot" to add some emotions*
- **Storytelling:**
 - *Incorporate the brand values and compelling narrative to the customer*
 - *Make each experience unique*
 - *Base your conversations off of what you get out of the customer*

STORAGE TIPS

- *Categories the stock by*
 - *Male/ Female Styles*
 - *Style (Loafer / Sneaker / Sandals)*
 - *Alphabetical order of style names*
- *Further segregate by*
 - *Style name alphabetically (eg: cancun, k2, port blair, puerto rico, Sparta etc)*
 - *Sizes*
- *Utilise proper shelving and racking*
- *Keep rotating and restocking (FIFO Strategy)*
 - *Maintain records*
 - *Maintain cleanliness and arranged stocking for easy access to products*
- *Optimal Placement*
 - *Place frequently bought shoes are your eye level*
 - *Within easy reach of staff*
 - *Lesser sold items can be on the top and bottom rack*



NEW STICKER

SHOE HORN



DISPOSABLE SOCKS



Focal Display

Goat Red , Sapphire Leather & ATELIER





**SELLEING SECTION
DISPLAY**

→ MEN's ATELIER

→ Women's shoes

→ Men's shoes

→ Women's shoes

Full lay rack display



HALF-LAY RACK



MEN'S SEMI FORMAL

Malbec - Black &
Brown



FOR	PURPOSE	TYPE	LEATHER
Men	Semi-formal	Slip-on shoes	Deer

Burgundy - Black & Brown



FOR	PURPOSE	TYPE	LEATHER
Men	Semi-formal	Lace-up shoes	Deer

Quebec - Black & Tan



FOR	PURPOSE	TYPE	LEATHER
Men	Semi-formal	Slip-on shoes	Idaho

Vancouver - Black & Tan



FOR	PURPOSE	TYPE	LEATHER
Men	Semi-formal	Slip on shoes	Idaho

Taos - Black & Brown



FOR	PURPOSE	TYPE	LEATHER
Men	Semi-formal	Lace-up shoes	Idaho

**MEN'S
SANDALS**

Tibet - Black & Brown



FOR	PURPOSE	TYPE	LEATHER
Men	Casual	Sandal	Idaho

Kilimanjaro - Black & Tan



FOR	PURPOSE	TYPE	LEATHER
Men	Casual	Sandal with	Idaho

MEN'S SNEAKERS

Geneva - Black & Tan



FOR	PURPOSE	TYPE	LEATHER
Men	Casual	Lace-up shoe	Idaho

WOMEN'S SANDALS

Olympus - Black & Tan



FOR	PURPOSE	TYPE	LEATHER
Women	Casual	Sandal with	Calf

Laos - Black/Tan



FOR	PURPOSE	TYPE	LEATHER
Women	Casual	Sandal with	Calf

Sparta - Black & Tan



FOR	PURPOSE	TYPE	LEATHER
Women	Casual	Sandal with	Calf

Cancun - Black & Tan



FOR	PURPOSE	TYPE	LEATHER
Women	Casual	Sandal	Cow sethnic

Port Blair - Black & Tan



FOR	PURPOSE	TYPE	LEATHER
Women	Casual	Sandal with strap	Cow sethnic

Puerto Rico - Black & Tan



FOR	PURPOSE	TYPE	LEATHER
Women	Casual	Sandal	Cow sethnic

WOMEN'S FLATS

Nara - Black & Brown



FOR	PURPOSE	TYPE	LEATHER
Women	Casual	Mules	Lamb

WOMEN'S SMALL HEEL

Lille - Black & Marsala



FOR	PURPOSE	TYPE	LEATHER
Women	Casual	Slip-on heel	Lamb

WOMEN'S FORMAL SHOES

Vienna - Black &
Brown



FOR	PURPOSE	TYPE	LEATHER
Women	Formal	Loafers	Calf

WOMEN'S CASUALS

K2 - Black & Tan



FOR	PURPOSE	TYPE	LEATHER
Women	Casual	Slip-on shoes	Cow paradise

WOMEN'S SNEAKERS

Andes - Black & Tan



FOR	PURPOSE	TYPE	LEATHER
Women	Casual	Lace-up	Cow paradise

Kenya - Black & Tan



FOR	PURPOSE	TYPE	LEATHER
Women	Casual	Lace-up	Idaho

THE END