

Loake

E N G L A N D

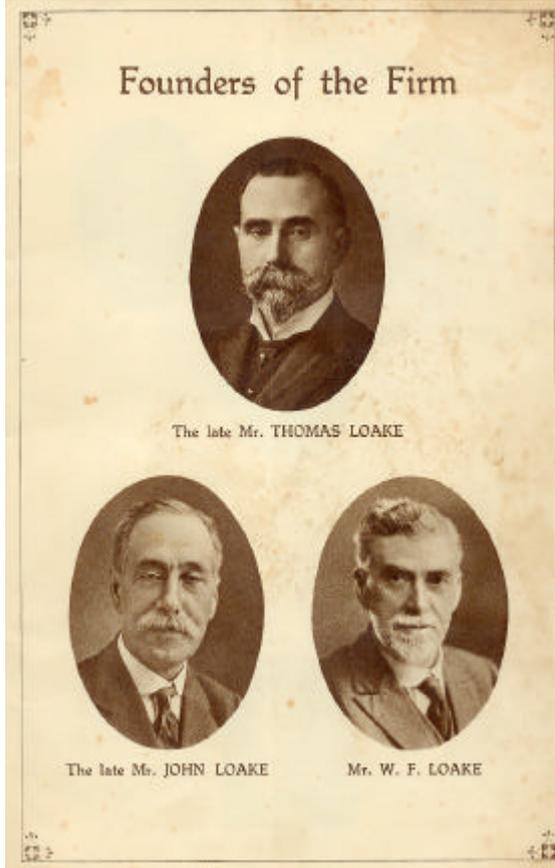
TRADITIONALLY HANDCRAFTED SHOES SINCE 1880

Introduction



- Loake is a fifth-generation family company specialised in the manufacture of fine, handcrafted men's footwear.
- It is most famous for its traditional English Goodyear Welted shoes, which are exported to customers worldwide.
- Loake makes more Goodyear Welted footwear than any other European manufacturer.
- Loake is passionate about the quality and craftsmanship that makes its footwear among the finest in the world.

History



- Loake was founded in 1880 by three brothers who opened a factory in Northamptonshire, the home of English shoemaking.
- Today Loake still operates from the Wood Street factory in Kettering which was built in 1894.
- Loake's famous Goodyear Welted construction has origins that can be traced back over three hundred years.
- Since production began, Loake has made more than 50 million pairs of shoes.

An International Brand

- Loake shoes are exported to over 30 countries worldwide.
- Key international markets are Europe, Japan, Australia and China.
- Visitors to London can see Loake in John Lewis on Oxford Street and Gordon Scott on New Bond Street.
- Loake shoes are sold in prestigious men's footwear departments around the world, including:

Madelios, Paris

Ravizza, Milan and Rome

Mitsukoshi, Ginza and Toyko

David Jones, Sydney & Melbourne

Isetan, Shanghai and Beijing

Gortz, Hamburg

Arnotts, Dublin



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Exhibitions

Loake exhibits at the major international trade fairs, including Micam in Milan.



The Stand at Micam.

From left to right: Andrew Loake (Chairman), Hede (Japanese distributor, Morimura), and Mark Hadden (International Sales Manager)

Product Design & Manufacture



Loake cuts its own leather soles

- All Loake designs are originated and tested for fit and quality at the Loake factory in Northamptonshire.
- We employ over 130 people and manufacture 250,000 pairs of shoes every year.
- Only the finest grade leathers and materials are used, ensuring the very best finish and comfort in wear.
- Loake is a member of SATRA, the international footwear standards and testing organisation.

Goodyear Welting



Side lasting by hand

- The construction of a pair of Loake Goodyear Welted shoes involves up to 75 shoe parts and over 200 different operations.
- It takes, on average, eight weeks from start to finish to complete each pair.
- It is possible to re-sole a pair of Loake Goodyear Welted shoes by stitching new soles to the existing welts.

Quality Control

Each pair of Loake shoes is carefully inspected during every stage of manufacture and before leaving the factory.



Loake

Marketing Support



Loake stockists enjoy the benefits of a comprehensive marketing support programme, including:

- *Point of sale material*
- *Website*
- *Advertising*
- *PR*

Loake, as worn by...



Andrew Flintoff
England Cricket Captain



Kevin Spacey
Actor



Bill Nighy
Actor

Loake

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