

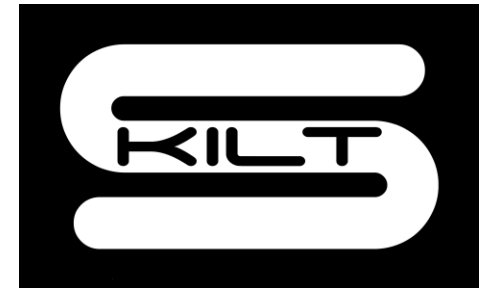
# Men's Slipper Business

For information only and in confidence

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Context

England is famous for its cutting edge fashion and traditional tailoring



English shoemakers are world renowned



Tricker's



JOSEPH CHEANEY & SONS  
HANDCRAFTED IN ENGLAND SINCE 1886

# Market analysis

- £150 - 200 million and growing at a rate of 2 - 5% annually
- 10 - 15 million pairs at average price of £10 - 15 per pair
- Made up of
  - Cloth / fabric: 40 - 50%
  - Wool / fleece: 30 - 35%
  - Synthetic / rubber: 15 - 20%
- 35 - 40% of slippers are sold online with 60 - 65% being sold in department stores like Debenhams
- 60% of slippers are sold to adults

Problem



Most slippers bought in England are just not cool



Footy chav - £11.11



Homie Grandad - £28



Sitting bull - £17.50



Comedian - £15.50

Some new companies are trying to make slippers more rock and roll



Union Jack - £45



Triggerfish is a new range of loungewear for men who like to keep their cool wherever they are. Bought into already by some of the hottest male celebrities in the world, we delve into this one of a kind brand to find out how they took the stereotypical slipper and made it rock and roll.

# Designer slippers can be gorgeous



Vivienne  
Westwood Mac  
Cambridge - £305



Vivienne Westwood  
Apache - £225

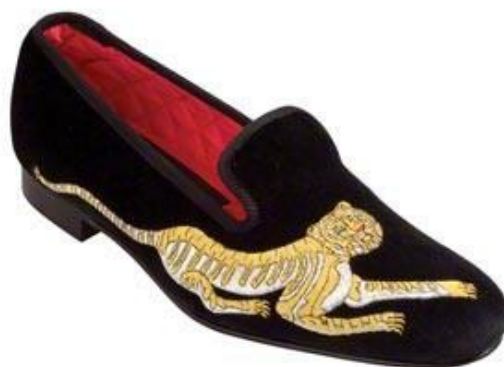


Dolce & Gabbana printed -  
£140

# Albert slippers are stylish but expensive



Charles Gale  
Personalised -  
£296



Shipton and Heneage -  
£199



Church's  
Sovereign - £110

Most quality leather slippers are plain and somewhat boring



Church's Hermes III - £85



Church's Aran F Mules- £95

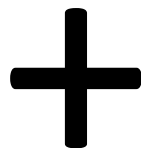
Solution



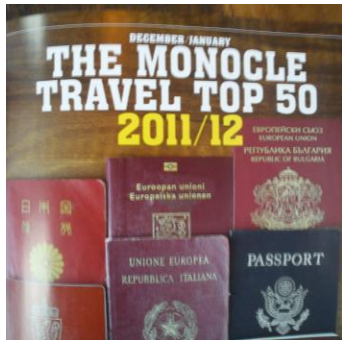
Soft, comfortable indoor shoes that still look good with your outfit



# Leather slippers styled like traditional outdoor shoes



January 2012 Monocle magazine featured this kind of styling



### 26/50: Sleek slippers

We came across these elegant slip-ons at Unipair in Seoul and now we wish we would have bought everything they had on offer. The tassels add a slightly jaunty touch and the bouncy sole adds a nice sensation when gliding down the aisle during descent.

Target market is 30-55 year old stylish men:  
hipsters, dandies, chaps



Branding ideas

Traditional with a playful nod towards  
Church's & chappishness



Inside in style

“Where are my Badgers?”



Badger's

English House Shoes

Lounge Loafers



Styles

# Brogue



Derby style



Oxford style

# Correspondent



Derby style



Oxford style

# Oxford toe cap



Toe cap brogue



No heel cap

# Loafer



Penny



Kiltie



Tasseled

# Chelsea



Next steps



# Options

- Make in England

- Pros

- Supports brand image
    - Supports economy
    - More control over quality
    - Satisfaction of having own brand

- Cons

- More expensive
    - Need PR
    - Few independent stockists
    - Easy to copy if successful

- Make abroad

- Pros

- Cheaper
    - Ana's contacts into High Street (x3 mark up)
    - Make a fast buck

- Cons

- Communications issues
    - Supports disposable culture

# Make in England

- Create samples
- Get advance orders
  - From website
  - From shops
- Produce first batch
  - Fixed costs for patterns and knives
- Create selling infrastructure
  - Make website
  - Hire storage