

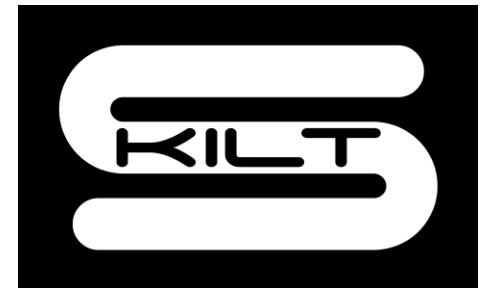
Men's Slipper Business

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



GRENSON
ENGLAND 1866



By appointment to
His Royal Highness The Prince of Wales
Shoe Manufacturers



JOSEPH **CHEANEY** & SONS
HANDCRAFTED IN ENGLAND SINCE 1886

Tricker's

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

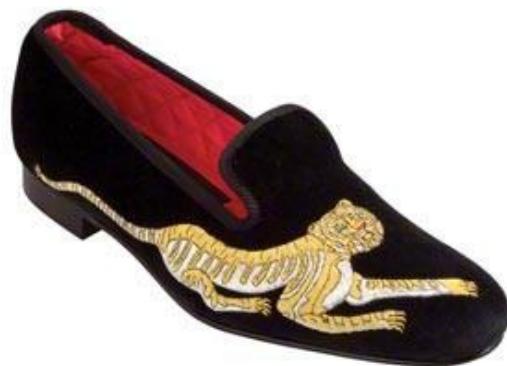


Dolce & Gabbana printed -
£140

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

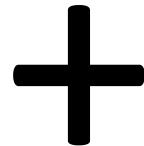
Solution



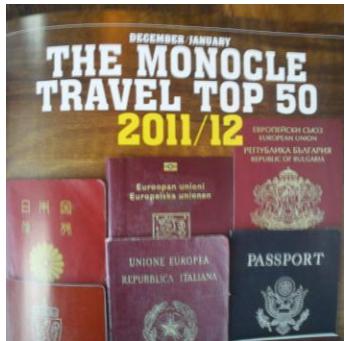
Soft, comfortable indoor shoes that still look good with your outfit



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