

Clarks

THE MARKET

As little as fifty years ago shoes were an important part of people's spending budgets. In today's world, with the majority of our basic wants and needs more easily met, shoes play a smaller spending role for most consumers. Rarely these days does anyone actually need a pair of shoes, the decision to purchase can be attributed more directly to emotional benefits supplied by a branded product, and aesthetic motivations to create a quality style statement. However, footwear is the largest growing segment of the 'clothing' component that makes up Retail Spending Figures. Today's global trend in fashion reflects a definite direction towards more casual, comfortable designs.

ACHIEVEMENTS

The C & J Clarks Group is the largest shoe manufacturer in the UK, and the largest operator of specialist shoe stores, with retail outlets across the globe. In Australia and New Zealand, Clarks is the leading wholesaler of branded footwear. The company objective of building strong brands by continually placing their product first in every decision, has created an ongoing consumer trust and excellent brand evaluation. The Clarks brand has dominated



the family shoe industry for decades, allowing generations of Australians to grow with the Clarks range.

Each shoe highlights how a true design classic can be adapted and marketed to meet the changing needs of the market. Hush Puppies are an excellent example of this, having been successfully reinvented as the latest in suede casuals on the worldwide fashion scene. As a result, Hush Puppies in Australia have the highest brand awareness when compared to competitors. Clarks children's ranges have achieved similarly excellent results, achieving market leadership in the Back To School category.

Drawing on its shoemaking heritage, Clarks has been at the forefront of numerous footwear innovations in construction and manufacturing techniques. One such development is the CAD/CAM system 'Shoemaster' which is acknowledged as the most advanced 3D system for footwear in the world. In Australia, Clarks brands have aided the requirements and advancement of

grading aspects, which is now utilised in women's, men's and children's footwear.

Clarks' staff have long been renowned for expertise as fitting consultants and the use of company-employed podiatrists has reinforced this fact. Their knowledge results in customers being provided with advice and relevant education when it comes to selecting the best shoe for their individual needs. This commitment to customer service is at the forefront of the Clarks philosophy.

HISTORY

Clarks have been making shoes to fit all kinds of feet for over 175 years. The company was established in 1825 by two Quaker farmers, Cyrus and James Clark, in the county of Somerset, England. Their philosophy was simple. They based their reputation on quality, fit, comfort and value for money. This proved to be most successful - along with the adaptation of new manufacturing and management techniques - as the Clarks name went on to thrive over the years, and develop additional brands throughout the world.

In the early 1950's Footrest was established by Clarks in Australia. The unique Footrest short back 'last', the wooden

FOUR MORE CLASSICAL STUDIES
by Clarks

Whether passing the pavement, walking the road, or indoors looking like a well-dressed dandy... it's a pleasure because being so well-served is usually designed, immediately doing them like we made by Clarks. About Clarks "Classic" and "Country Club" shoes in classical style... the line as simple, the proportions as harmonious, the finish as superb. Only the best make have Clarks. They are one thing, the most and finest made... most of which are available in a classic style.

BRIDGE - For your walking is added...
BRIDGE - For your walking is added...
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BRIDGE - For your walking is added...

Clarks
Fitting made by Clarks outside UK

NEW SEASON'S Skyline STORY
4 classics by Clarks

Clarks
Fitting made by Clarks outside UK



clude Clarks Originals and Springers. Active Air and Deep Comfort technologies follow the international trend toward performance walking footwear that provides unparalleled comfort and durability.

Hush Puppies are the leaders in the casual/comfortable footwear market, with fashionable styling that fits into any lifestyle. Hush Puppies Classics is a range based on the suede loafer and, in its many varieties, has become a fashion phenomenon.

RECENT DEVELOPMENTS

As a consequence of revived marketing strategies, both Hush Puppies and Clarks adults have been relaunched to a wider consumer base. A much more fashion-oriented styling has led to the increase in popularity in Clarks children's shoes.

As for the future, a clear goal for Clarks is the continual growth of its brands, and in particular, playing our part in the Clarks brand worldwide development.



ion profile of the brand, highlighting the latest colours and variations of style in all print media.

BRAND VALUES

Clarks is one of the most trusted brands in Australian footwear and has long been valued as the fitting specialist, ensuring premium comfort, superior quality, value and durability. The heritage of Clarks also creates a perception of consumer care, understanding and recognition of the varying needs of people of all ages.

mould upon which these shoes are shaped, has been developed using thousands of foot measurements. This last ensures an accurate fit from the heel to the ball of the foot, providing maximum comfort.

Later, in 1958, Hush Puppies was introduced into the Australian and New Zealand markets after Clarks obtained the licence for the brand. Since then, the name has become synonymous with casual and comfortable footwear. Clarks now offer quality, fit, comfort, value and fashion-credible footwear with brands such as Clarks, Clarks Springers, Hush Puppies and Gro-shu.



PROMOTION

Clarks has always placed a high priority on clear and consistent advertising. The strength of the brand awareness is due to a strong point-of-sale presence, with integrated packages leading the way in footwear marketing. All of this is utilised in conjunction with a public relations programme established for Hush Puppies, Clarks and Clarks Kids.

The idea of Clarks being the fitting specialists is being carried through all communication for each brand within the larger company. A prime example of this is the 'Growing Feet in Safe Hands' proposition uniting all of the Clarks Kids campaigns. The Hush Puppies' direction has followed the increasing international fash-

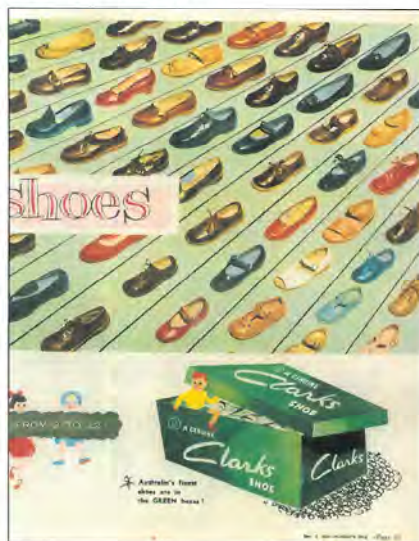
THE PRODUCT
Clarks Shoes Australia Limited

HUSH PUPPIES®
we invented casual®

is the largest wholesale supplier of premium footwear brands in Australia. Its operations span the entire footwear industry, from component manufacturing - with a shoemaking and resourcing operation which supplies the majority of the domestic shoe manufacturing industry - to wholesale distribution, marketing, and retailing. Clarks manages a stable of footwear brands which are distributed to all major department stores, retail chains and independent retailers throughout Australia and New Zealand.

Numerous key brands come under the Clarks Shoes Australia Limited umbrella. Clarks is an international family footwear brand, best known in Australia for high quality, fashion shoes for children, and school shoes. Clarks is respected as an authority in comprehensive fittings, and on producing shoes that ensure healthy foot development through formative years.

Clarks Men's and Women's adult ranges in-



THINGS YOU DIDN'T KNOW ABOUT CLARKS

- For over 170 years, Clarks has invested more time and money than any other company in caring for children's feet. Clarks supports and sponsors education, research and clinical excellence in the health science professions.
- Research from America reveals that at a job interview, your shoes may have more influence than you realise. The style, suitability and condition of your footwear is frequently cited by future employers as an accurate reflection of your character.
- The average pair of feet will carry their owners over 25,000 km in a lifetime.
- Up to the age of 18, our feet consist of very soft pieces of bone connected by gristle. Just a few months of pressure from ill-fitting footwear can easily distort these growing bones, resulting in permanent deformity.
- In a lifetime, the foot will bend, flex and propel over 300 million times.
- Clarks shoes are designed in consultation with leading podiatrists and are the only school shoes that offer five different width fittings, with true whole and half sizes to ensure a proper fit.