

# LEWRE

## THE MARKET

Not all boots are made for walking. For most, fashion and style are as important as the functionality of the leather used to protect one's feet. Apart from running barefoot along the sand, everyone wears shoes these days for protection but, more importantly, as an expression of the personality of the wearer. The number of shoes a person has may affect their personal appeal to others -too few and one could be considered tight, too many and one is seen to be too indulgent. Today, shoes are a fashion accessory that is as important as jewellery, clothing and hairstyle.

In Malaysia, one of the prized fashion accessories worn by contemporary trendsetters is a pair of Lewre Shoes. The label is owned by Roondy (M) Sdn Bhd and the Lewre shoe collection caters to people who are creative and contemporary, people who are confident and who need no slogans on their fashion taste but know exactly what they want. The Lewre name is all these consumers need to fully express their own personality.

Whether it's a brogue, a pump, Derby or Monk, leather or patent, high heel or flat, slip on or lace up, brogue or loafer, textured or smooth leather, there's a shoe in the Lewre collection for Malaysia's well-heeled, dedicated followers of fashion.

## ACHIEVEMENTS

Roondy has successfully progressed from OEM (Original Equipment Manufacturing) to ODM (Original Design Manufacturing) and OBM (Original Brand Manufacturing). As a respectable label with a Malaysian identity, it has developed appropriate branding strategies to compete internationally alongside other globally recognised labels.

Growing from strength to strength from being a mere footwear trading company to a footwear design and development centre, Lewre has expanded from a small local player to a big global operation.

## HISTORY

International success for Lewre was the result



of much hard work, enthusiasm, dedication and creativity. Lewre Lew, the design director and creator of the Lewre footwear line, has been in the shoe industry for more than 20 years. His expertise extends from the initial conceptualisation and design of a shoe through to the technical intricacies of production. Roondy was established in 1987 as a local shoe manufacturer and since then, the company has evolved into a global supplier of shoes. Today, Roondy manufactures almost a million pairs of shoes per year in Malaysia and 70% of these shoes are exported overseas.

Lewre entered the international fashion spotlight at the GDS International Shoe Fair in Dusseldorf, Germany in 1997. The brand

and products grabbed the instant attention of the Malaysian born, but internationally renowned shoe designer, Datuk Jimmy Choo.

Datuk Choo has proven an inspiration to young Malaysian fashion designers. His skill and creativity brings happiness to millions of people throughout the world. His shoes enchant and titillate. Choo's shoes cater to society's elite and those who take dressing their feet more seriously than most. His exquisitely hand crafted shoes differ from those in the Lewre collection which are accessible to those who love good fashionable and affordable shoes.

Through Datuk Choo's invitation, Lewre became involved in the celebrated London Fashion Week. Lewre's involvement in the London Fashion Week with designers like Arkadius, Ben de Lisi, Jasper Conran, Dexter Wong, brought the label closer to the windows of the fashion world.

Launched in 1997, Lewre shoes have rapidly gained the attention of the eyes of discerning consumers with their up-to-date designs, trend setting materials, colours and accessories.

Lewre recently teamed up with two English designers for the third time at London Fashion Week. These days, Lewre's participation in the acclaimed London Fashion Week is almost something that is expected of this creative footwear brand. The Lewre collection has been successfully showcased at this prestigious event on five separate occasions and still the accolades pour in for return performances.





Countries where Lewre is operating include Malaysia, Australia, New Zealand, The United Kingdom, Greece, Lebanon, Saudi Arabia, Taiwan, Singapore and Thailand. There are more than 80 outlets distributing the distinctive Lewre shoe collection.

Shoes developed at Roondy are also sold in over 20 different countries covering mainly Japan, Australia, the United States of America, South America, Asia Pacific and the European Union. The labels include renowned international brands such as ALDO (USA and North America), Bisou-Bisou, Elle, Renoma (France), Red or Dead (UK), Buffalo of London, Kipling (Belgium), United Colours of Benneton (Italy) and Yoshinoya Ginza of Tokyo, to name a few.

## THE PRODUCT



Shoes come in all shapes, sizes and forms. The Oxford shoe is considered the most elegant of men's shoes recognized by its closed lacing with five pairs of eyelets. A combination of Oxford shoes and a tailored suit is the epitome of fine styling providing a distinguished appearance. The smartest outfit needs the smartest shoes; well made and appropriately styled. Shoes are the basic foundation of a stylish person. They not only assist better walking but also relieve fatigue and stress. A shoe needs to shape and be flexible for years. A fine pair of shoes makes a good soul mate indeed.

In just a few years, Lewre has experienced rapid growth with the success of its footwear collection and has now expanded its business worldwide. The shoes feature uniquely crafted and designed outer soles and soft leather chosen exclusively for the upper to fondly caress the feet. The company pioneered the use of Texon cotton insole. This is made from latex and bonded natural cotton liners making it moisture absorbent, permeable and flexible.

The styles evoke the sense of fine living in the most fashionable manner. Ultimately, the shoes achieve a fine balance between one's primal need for comfort and protection and those of sheer luxury and indulgence.

Lewre is now set to spread its footprint across the globe.

## RECENT DEVELOPMENTS

To ensure that Lewre received worldwide exposure as an up-and-coming quality brand of shoe, Roondy took the brand to two major fashion events recently.

Currently, Roondy participates twice yearly in each of the leading international shoe fairs namely the GDS Fair in Dusseldorf, Garda Fair in Riva de Garda, Italy, the Asia Pacific Leather Fair, Hong Kong and, the ISF Fair in Tokyo, Japan.

## PROMOTION

Lewre typically advertises in leading male and female fashion magazines both domestically. In line with the Lewre belief that buyers and wearers of Lewre are sufficiently confident to wear brands that require no slogans ("people without slogans"), their advertisements are typically void of the written word. The images are the message with Lewre.

The company's 1999 advertising campaign features young fashionable models and images that are not exclusively about shoes. In some of the images, there isn't a shoe to be seen.

The 2000 campaign carries credits that look more like those found at the end of a movie. Shoes feature more predominantly in urban settings. Lewre's latest international advertising campaign is set in a stylish European city with greater concentration on



featuring the shoes on gorgeous male and female models.

Participation in fashion shows in London, Kuala Lumpur, Bangkok and Singapore are an essential promotion for Lewre Shoes.

## BRAND VALUES

The primary strength of the label lies in its both creative design team and aggressive business plans and strategies. Roondy (M) Sdn Bhd hopes that one day, Kuala Lumpur will be mentioned in the same breath, as other fine cities of fashion like Paris, New York and London. With its own brand of shoes, Lewre has set its sights on conquering the international fashion scene.

## THINGS YOU DIDN'T KNOW ABOUT LEWRE

- Two prominent features that make Lewre so comfortable : a unique outer sole made of GUMI material for slip resistance and extra soft inner lining.
- Lewre Men Dress and Casual shoes are fully leather.
- Lewre Lew, the design director and creator of the Lewre footwear line, has been in the shoe industry for more than 20 years.
- Lewre shoes are sold in 20 countries around the world.
- Lewre has participated in the celebrated London Fashion Week on five separate occasions.
- The richer you are, the higher the heels and more likely is that you have to walk a few short, painful steps from your limo to your destination.