



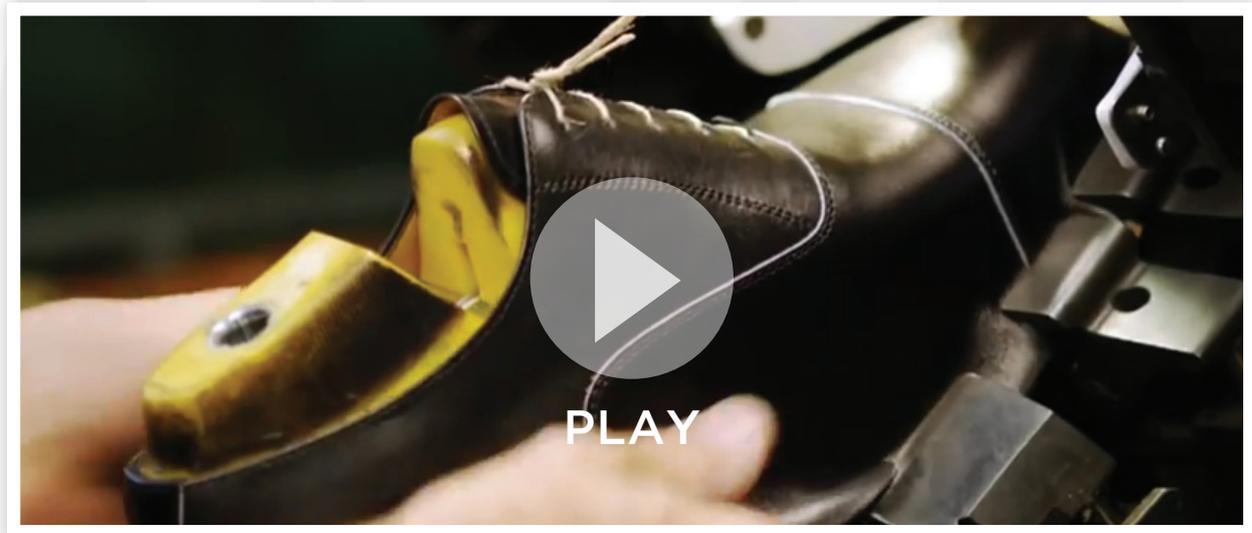
SHOEPASSION

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SHOEPASSION.COM – FROM BOOTSTRAPPING TO THE BOX:

THE “ANTI-ZALANDO” ROLLS OUT ITS FIRST TV CAMPAIGN

BERLIN, 22/10/2013: Since 2010, shoe lovers have enjoyed a renaissance of style and good taste with SHOEPASSION.com. The company’s goal from the very beginning was to provide men’s shoes in their own brand, crafted in the supreme discipline of shoe manufacture – the Goodyear-welting method – at an affordable price. Not only does the formerly online-only company now have its own store in the heart of Berlin, but it also offers online as well as offline shoe repair. With the launch of the English-language .co.uk- and .com domains, SHOEPASSION.com has also responded to growing international demand. And that is not all: Since the beginning of October, the Berlin company has invited shoe lovers to discover the fascinating world of Goodyear-welting footwear with its first television advertising campaign. The “Anti-Zalando” (Der Handel, 16/02/2013) has found its place in the highly competitive shoe-retail market.



Berlin startup launches television campaign without venture capital

“The opening of our own store, our shoe-repair service and international expansion have proved that we can excite shoe lovers with our concept: to give one of the oldest traditional crafts a decent home and to create our own collection of high-quality footwear”, says founder Tim Keding. “I am proud that we have developed a company of this size from our initial vision and have managed it all, without giving up one single part of our company. Bootstrapping requires a company’s founders to make a lot out of limited financial resources. And we have been more successful in that than other companies with greater financial means. Of course the best part is our new TV campaign”, he adds. SHOEPASSION.com has managed the evolution from startup to its first TV campaign without a single cent of venture capital and viewers can expect to see one of thousands of advertising spots bought by the company over the coming months. That makes SHOEPASSION.com the first German startup without venture-capital backing to launch a TV campaign at all.



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New store in the heart of Berlin

The Berlin company is not only focused on online customers though. Before the media identified the “online goes offline” trend of e-commerce brands opening bricks-and-mortar stores, SHOEPASSION.com had already throw open its doors to visitors. “Customers visited our first location in Greifswalder Straße, even though we did not have a showroom at the beginning,” says shoe lover Keding. “But we responded quickly and now our new store is a more fitting surrounding for our visitors and our shoes.” Shoe lovers can drop into our store in the traditional Berlin street Ackerstraße, take a close-up look at all of our more than 130 Goodyear-welted shoe models and experience the service excellence of our young team.

First-grade shoe-repair service underlines our customer-centric approach

“Even well-cared-for shoes can develop faults over time”, says Keding. “With the opening of our own location-independent shoe-repair service, we have created a comprehensive service around Goodyear-welted full-leather shoes. We hope it sets an example in a modern throw-away society.” Besides our own shoe collection, high-quality shoe-care products, practical shoe-care seminars and the biggest compendium of knowledge about extraordinary men’s shoes in the German language, SHOEPASSION.com now caters to a shoe’s entire lifetime with its new repair service. Germany wide, customers can fill in a simple online form then send their shoes directly to us in Berlin. After an initial inspection, experienced bespoke shoemakers make the needed repair using traditional methods. Afterwards, the shoes are sent back in pristine condition to the customer, with no additional shipping fee.

SHOEPASSION.com guarantees the same passion for men’s shoes to the international market

“Our high-quality products and the benefits we offer as an online company have made SHOEPASSION.com very attractive to the international market”, says Keding. “The step up to our internationalisation has been a natural consequence of market demand from European and other foreign countries.” Broad coverage and low cost structure are only a few benefits of SHOEPASSION.com. By cutting out the middleman and not paying for a brand name the Berlin company guarantees effective distribution and offers an incomparably fair price for Goodyear-welted, full-leather shoes.

The English SHOEPASSION.com homepage should help avoid possible language barriers and offer the same shoe dream to the international market. All visitors to the site can choose between a German, British and international website view, including national currency. The international versions boast the same attention to detail as the German website. The founders remain focused on quality, knowledge and, above all, excellent service.



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