

# NEWSLETTER

ISSUE NO. 886

A WEEKLY NEWSLETTER

29<sup>th</sup> JULY 2022



## Industrial exposure for FDDI, Hyderabad students at Oblum Shoes & Small Leather Goods

On 21<sup>st</sup> July 2022, industrial exposure at Oblum Shoes & Small Leather Goods was provided to the students of Footwear Design & Development Institute (FDDI), Hyderabad campus.

Under the supervision and guidance of faculty of FDDI School of Footwear Design & Production (FSFDP), the students visited Oblum Shoes & Small Leather Goods - a handmade footwear brand located at Kavuri Hills, Hyderabad.

### IN THIS ISSUE

- **Industrial exposure for FDDI, Hyderabad students at Oblum Shoes & Small Leather Goods ;**
- **Industry interaction session held at FDDI, Noida campus.**

The students met the shoemaker, Mr. Tarun Oblum who makes leather shoes using hand tools. Mr. Tarun pursued Diploma in Leather Technology at Milan and studied Footwear Design & Development at the London School of Fashion.



The students along with their faculty members at Oblum Shoes & Small Leather Goods

The shoes designs by Mr. Tarun include penny loafers, brogues and lace-ups, in various shiny patinas and various skin tones which are carefully crafted and boasts the highest level of elegance.



## A WEEKLY NEWSLETTER



The students got an opportunity to analyze the steps involved in hand made shoe (Good year welted & Blake) manufacturing & the working methods. In addition, the students also saw the shoe last development for bespoke footwear.

The students had an opportunity to understand the customized art of handcrafted footwear.

## Industry interaction session held at FDDI, Noida campus



A view of the session

With the objective of providing real life experiences and understanding of the work culture of industries, an industry interaction session was organized for the students of Footwear Design & Development Institute (FDDI), Noida campus on 18<sup>th</sup> July 2022.

It was organized by FDDI School of Leather Goods & Accessories Design (FSLGAD) during which Mr. Shaurabh, founder member of the company BRANDmonkey.com was the resource person.

The company BRANDmonkey.com is a full-scale Digital Marketing agency working with the principle of combining creativity and technology to bring amazing results.

Mr. Shaurabh shared the marketing strategies and life cycle of the company.

The session enhanced the perception level of the students to tune-up to the new age requirements of the industry.



## A WEEKLY NEWSLETTER



### **Liberty Shoes sharpens focus on premiumisation, to add 100 stores**

Homegrown footwear company Liberty Shoes is planning to add 100 stores in this fiscal on the back of strong recovery in consumption visible in recent months.

The company is also sharpening its premiumisation strategy as it hopes to garner a bigger share of the comfort and athleisure segments.

Mr. Anupam Bansal, Executive Director-Retail, Liberty Shoes said, “In the past three months there has been a surge in consumption. After two years, we have seen very strong growth in the school shoes segment with the reopening of schools. We are now looking forward to a strong festival season in the upcoming months. Overall, we are targeting a 25-30 per cent growth over 2019 levels.”

The company is also betting big on its two sub-brands, Healers and Leap 7X to cater to evolving needs of the consumers.

“While Healers is positioned in the comfort segment, Leap 7x is positioned in the athleisure segment. We will begin launching the new collections under these two sub brands for the fall-winter season from August. We believe the two sub brands could contribute 30-50 per cent to topline in the next 2-3 years,” Mr. Bansal added.

The Indian footwear brand is also looking at garnering better margins through a premiumisation strategy amidst inflationary pressures.

“We are closely monitoring macro-economic conditions, including inflationary pressures. Price hikes can happen only on new collections. So, we passed on some of the inflationary impact to consumers on the summer collections; similarly, with the new collections being planned for August, we will pass on some of the inflationary impact appropriately. We remain cautiously optimistic and expect some softening to happen in the coming days,” he added.



## A WEEKLY NEWSLETTER



Talking about retail footprint expansion, Mr. Bansal said the company will add 100 stores. These will be a mix of company owned and operated stores (COCO) and franchise-run stores. Currently, there are about 450 exclusive brands stores.

He further said that 40-50 new distributors are also being added for stronger distribution of Healers and Leap 7x. The footwear company also expects nearly 7-8 per cent of its revenues to come from the online channel.

**(Source: Business Line)**

### OBITUARY



**Mr. Brajesh Kumar,  
Sr. Storekeeper, Noida**

With profound grief we regret to inform the sad demise of our colleague, Mr. Brajesh Kumar, Sr. Storekeeper, Noida who passed away on 25.07.2022.

Mr. Brajesh Kumar was associated with FDDI since 17<sup>th</sup> August 2009.

This loss leaves the FDDI fraternity with a deep void and his contributions will always be remembered. We extend our heartfelt condolences to the bereaved family and pray to the almighty to grant peace to the departed soul.

**Entire staff of  
Footwear Design & Development Institute (FDDI)**