



BY APPOINTMENT TO: HM THE QUEEN  
MANUFACTURERS OF MEN'S FOOTWEAR  
LOAKE BROS. LTD

# Loake

E N G L A N D

TRADITIONALLY HANDCRAFTED SHOES SINCE 1880

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# The Company

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- Loake is based in Kettering, Northamptonshire, the traditional heart of English shoemaking.
- The company has been making fine, handcrafted men's shoes for over 125 years.
- It is famous for its classic Goodyear Welted shoes, which are exported to customers worldwide.
- Loake makes more Goodyear Welted footwear than any other European manufacturer.



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**Loake**  
ENGLAND

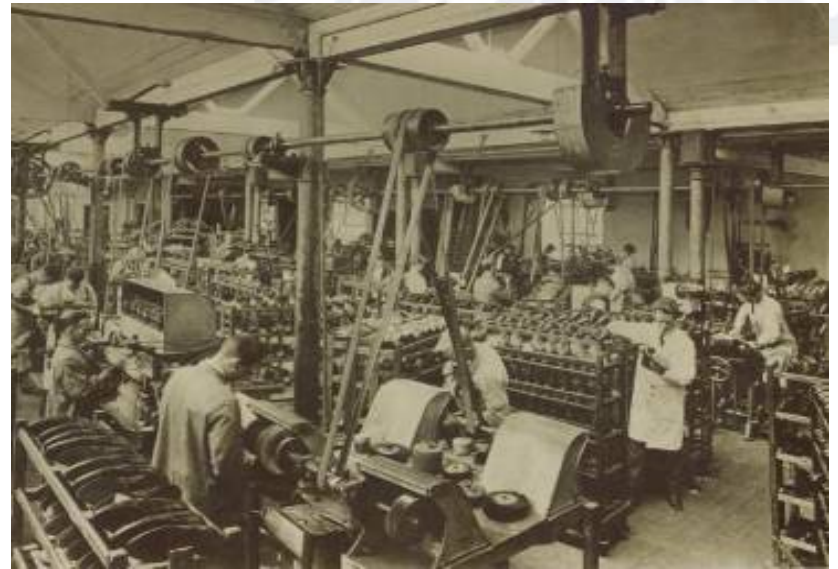
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# History

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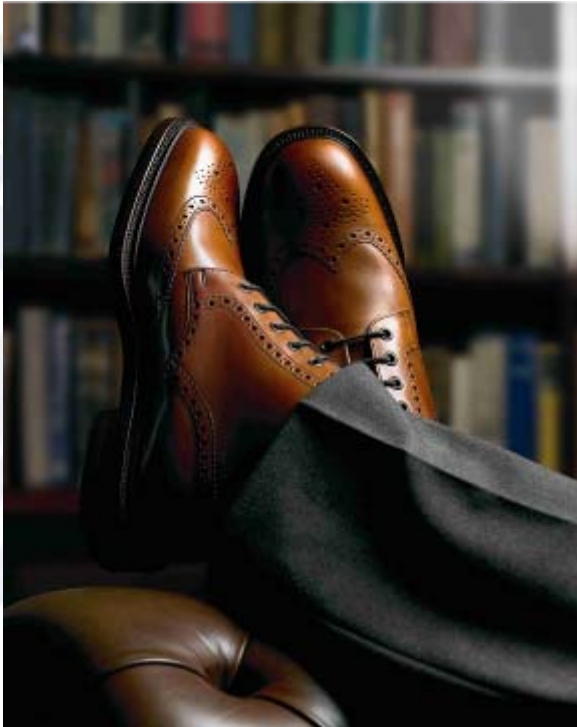
- Loake was started in 1880 by three brothers; five generations later it is still family-owned.
- The company operates from the Wood Street factory in Kettering that it built in 1894.
- The Loake Goodyear Welted construction has origins that can be traced back over three hundred years.
- Since production began, Loake has made more than 50 million pairs of shoes.



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## The Shoes

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- Loake is proud of the craftsmanship and attention to detail that goes into its footwear.
- It takes approximately eight weeks to make a pair of Loake Goodyear Welted shoes.
- The process involves some 130 skilled craftspeople, 75 shoe parts and 200 operations.
- Only the finest grade leathers and materials are used to ensure the best possible finish.

# Goodyear Welting

- Goodyear Welting is the best way of attaching the components in a premium quality shoe.
- The components are stitched rather than glued so that the natural properties of the leather are retained.
- This construction provides superior performance, durability and comfort in wear.
- It is possible to resole a pair of Goodyear Welting shoes by stitching new soles to the existing welts.



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## An International Brand

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- Loake shoes are exported to over 300 countries, including Japan, Australia and China.
- They are sold in many of the most prestigious retail outlets around the world.
- Loake has an international network of agents and distributors.
- The company exhibits at major international trade fairs, including Micam in Milan.



## Design & Manufacture

- All Loake designs are originated at the Loake factory in Kettering.
- The full range incorporates both formal and contemporary classics, as well as genuine moccasins.
- Loake places special emphasis on comfort and has developed its own unique Complete Comfort System.
- Loake shoes undergo up to eleven different polishing operations during manufacture, all executed by hand.



# Quality & Service

- Loake shoes are examined for quality at every stage of manufacture.
- All new designs undergo rigorous trials to ensure the best possible fit and performance in wear.
- The company's renowned in-stock service guarantees customers a fast return on repeat orders.
- Loake offers a full repair and refurbishment service where shoes are resoled on the original lasts.



## The Environment



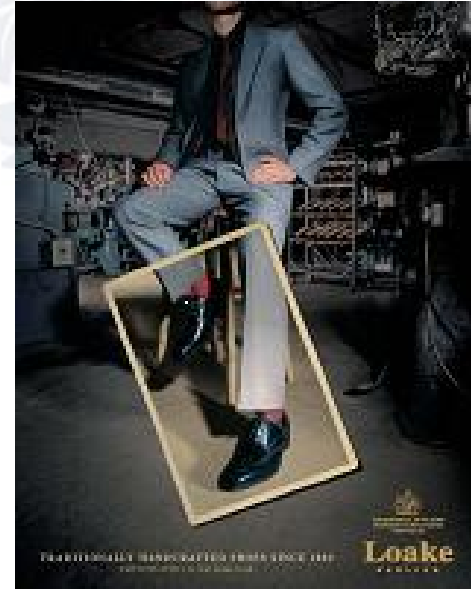
- Loake is committed to improving its way of working to achieve good environmental practice.
- The factory uses aqueous-based products in production wherever possible.
- The company recycles or reuses as much material and surplus stock as it can.
- The leather used for Loake Goodyear Welted soles is vegetable tanned using tannin found naturally in bark.

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# Marketing

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- Loake stockists benefit from a comprehensive marketing support programme.
- Award-winning advertisements run regularly in the trade and consumer press.
- Point-of-sale material ranges from large units to smaller display items, some of which are free of charge.
- Frequent press coverage and the Loake website keep the brand profile high and up-to-date.



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## As worn by...

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- Loake shoes were worn by British servicemen during both World Wars.
- Loake has a longstanding relationship with the British men's Olympic team.
- The many international celebrity fans of Loake include actors, musicians and sportsmen.
- Loake supplies shoes to the Royal household and has a Royal Warrant of Appointment to the Queen.



# Key Personnel



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## Contact Information



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