

A NEW SHOE ALLIANCE DESIGNED TO SIMPLIFY PRODUCT DEVELOPMENT

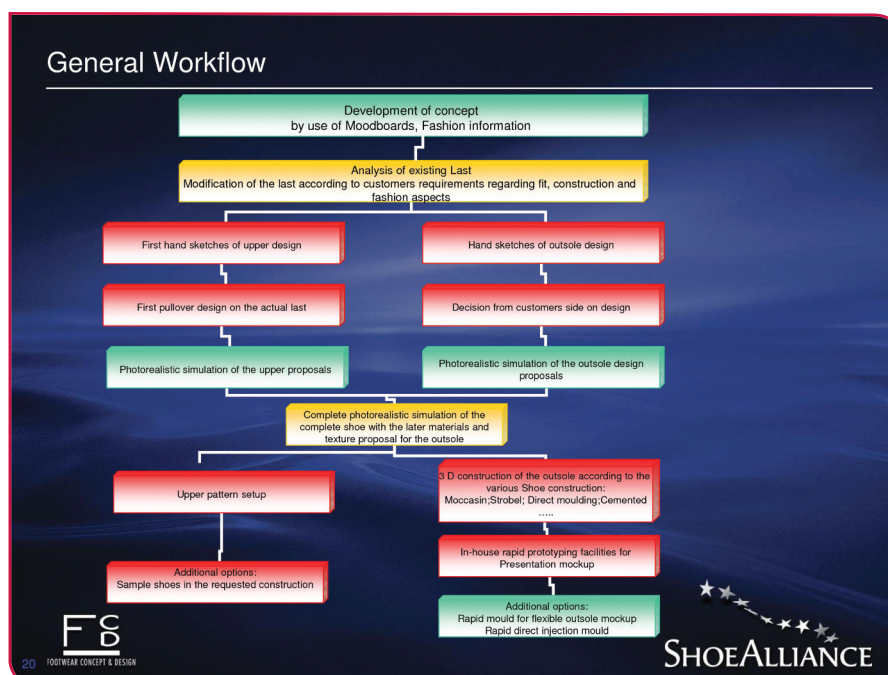
ShoeAlliance is the name that has been given to a new integrated concept that combines the services of a group of complementary companies in order to simplify and accelerate the development process for new footwear collections.

Traditionally, shoe manufacturers have had to co-ordinate a considerable number of separate suppliers in order to create their collections in time for each new season's shows and presentations. This has always been time and resource consuming as these suppliers were very often spread across different countries and varying time zones. It has often also proved a hindrance in what ideally needs to be a flexible and efficient process.

Outsourcing is a key word in modern industry and, while it may well provide some valuable input that a company is unable to provide for itself, it can also lead to a loss of identity and technical know-how within that company. Indeed, only too often it is the product manager himself who is left to shoulder the entire responsibility of co-ordinating the complicated process of product development. Lead times and development budgets are becoming ever tighter and this is the background against which the new service has been launched.

KEEP IT SIMPLE

ShoeAlliance offers a complete development package starting with last design and manufacture, through upper design and pattern grading, sole unit design, prototyping, testing and making the final moulds ready for bulk production. The customer does not need to co-ordinate all the individual suppliers involved but has just one management partner for the project who internally co-ordinates the various departments and activities, reporting to the customer on a regular basis.



ShoeAlliance workflow chart

CREDIT: SHOEALLIANCE