



SAFLEC
SOUTH AFRICAN FOOTWEAR &
LEATHER EXPORT COUNCIL



TRADE MISSION
TO NEW YORK

2019



Taking the
Industry to the World ...



SAFLEC
SOUTH AFRICAN FOOTWEAR &
LEATHER EXPORT COUNCIL



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SAFLEC
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LEATHER EXPORT COUNCIL

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SECTOR

Leather, footwear, hand-bags & general leather goods



SAFLEC
SOUTH AFRICAN FOOTWEAR &
LEATHER EXPORT COUNCIL

WEBSITE

www.saflec.co.za

The South African Footwear and Leather Export Council was officially recognized and registered by the Department of Trade & Industry as a Section 21 Company (not for gain) in March 2002. Our offices are situated in Westville, Durban. At the head of SAFLEC is the Executive Director, Nerisha Jairaj, who is assisted by Prenisha Dukhipersad the Administrator and Sarah Thambiran who is the Personal Assistant.

We facilitate the growth of exports of South African manufactured leather footwear, handbags, belts and other associated products thereby increasing the growth in the number of exporters. A number of emerging companies are being nurtured and supported by outsourcing components to them and exposing them to the international standards and requirements of exports.

Through such growth, it is envisaged that the SME's will grow in leaps and bounds. Our mission is to globalize South African Footwear, Hand Bags and Belts.



AREAS OF BUSINESS INTEREST IN NEW YORK

Retail chains, boutiques, footwear agents and distributors.



REPRESENTATIVE

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SECTOR

Leather, footwear

**WEBSITE**www.angelfootwear.co.za

Angel Footwear is a footwear manufacturing company based in Durban South Africa. The company has been in footwear manufacturing for more than 35 years. Angel Footwear Manufacturers is one of the largest manufacturers and suppliers of stitch-down footwear in South Africa, with a capacity in excess of 5 000 pairs a day.

Angel Footwear remains focused on good quality, competitive prices and quick delivery. Its distinctive footwear can be found in most retail chain stores such as Pep, Ackermans, Edcon, The Hub and Bata. In terms of product growth, the company has developed a variety of new ranges over the years, the most recent is "Evox", a leather sneaker range.

**AREAS OF BUSINESS INTEREST IN NEW YORK**

Retail chains, boutiques, footwear agents and distributors

**REPRESENTATIVE**

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SECTOR

Handbags & general leather goods



WEBSITE

www.burgundycollective.com

Burgundy Collective was founded in 2013 by Willem Boshoff, a Civil Engineer with a passion for creating aesthetically beautiful things. He designed his first bag according to his own needs and soon realised that there was a need for high quality, affordable, timeless, simplistic and functional leather bags. The collection just grew from there.

We manufacture a wide range of leather and canvas bags (travel, business, adventure, style) and accessories of the highest quality. We also manufacture custom products as per client request, as well as a wide range of corporate gifts. We are a proudly South African Brand and believe our work is world class and would like to take it to the world. We use as much local materials and tools as possible and strive to better the lives of the people that works for us and boost the local economy. We are extremely hard working and driven and will do what it takes to establish Burgundy Collective as a world known lifestyle brand.



AREAS OF BUSINESS INTEREST IN NEW YORK

Retail chains, boutiques, brand agents and distributors



REPRESENTATIVE

Willem Boshoff (Director)

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SECTOR

Ladies and girls
synthetic footwear



WEBSITE

Foot Style shoes are an established house of footwear that sit at the heart of the World Focus Group. We offer footwear that is locally created, and which encompass authentic South African footwear trends, as well as the trends of the international footwear market.

All materials utilised in the creation process of the Foot Style range are sourced within the World Focus Group itself and Foot Style boasts the honour of being the only proudly South African treasure in The World Focus Group, in addition to priding ourselves on having the very latest fashions and the best prices in the Southern hemisphere.

The range features comfortable and unique footwear, which bears distinct authenticity to South African style and maintains a unique well-designed nature intended to be of global appeal.



AREAS OF BUSINESS INTEREST IN NEW YORK

Retail chains, boutiques, footwear agents and distributors



REPRESENTATIVE

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SECTOR

Leather, footwear, design and supply

geestep

WEBSITE

www.geestep.co.za

Geestep's core value is to support the local footwear industry that satisfies personal growth, production and camaraderie which is our formula for success.

We are industry artisans, creative professionals, and technical designers whose passions revolve around form and function.

From concept to shelf, mind to market, Geestep will navigate the shoe development process. With the capability to rapidly produce prototypes, sales samples, small and large production runs, we enable the startup, as well as the established wholesale or retail customers speed to market, shortening the cycle time and gain a competitive edge.



AREAS OF BUSINESS INTEREST IN NEW YORK

Retail chains, boutiques, footwear agents and distributors



REPRESENTATIVE

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SECTOR

Handbags

*Lou Harvey***WEBSITE**www.louharvey.co.za

For more than a decade, the Lou Harvey brand has become synonymous with high quality, unique design & vibrant colors. Now selling around the globe, this sophisticated range is the realization of Lou's desire to balance style and functionality for every woman at any lifestyle juncture, Lou's creations are designed to support your journey in the most practical and fashionable way.

Following her formal studies in fashion design and interiors, Lou was fortunate enough to train professionally under some of the most recognizable brands, setting the stage for the staggering success that this Durban-born entrepreneur has enjoyed. As a hard-working mom, Lou is constantly inspired by her own need for durable accessories that are easy to clean, convenient to carry and simply fabulous to look at. Lou observes and credits much of her accomplishments to three core philosophies. The Lou Harvey Collection continues to grow both in variety and appeal, and claims a dedicated following across all categories of consumers. Functional style for women who make life happen every day – defined!

**AREAS OF BUSINESS INTEREST IN NEW YORK**

Department stores, bag retailers, boutiques, gift stores, pharmacy, resorts.

**REPRESENTATIVE**

Lou Harvey

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SECTOR

Leather, footwear and
general leather goods

SAINT & SUMMER

WEBSITE

www.saintandsummer.co.za

From genuine leather sandals to pimped out block heels, lace-less ladies sneakers and embellished kicks, SAINT&SUMMER takes the hottest runway looks and combines them with local South African inspiration to create a range of cool, urban styles with everyday street wear-ability.

Offering the fashionable women a unique way to express her individuality, through style, each new season brings with it a new range of swoon-worthy SAINT&SUMMER statement shoes.

**AREAS OF BUSINESS INTEREST IN NEW YORK**

Retail chains, boutiques, footwear agents and distributors

**REPRESENTATIVE**

Roxann Message

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SECTOR

Leather, handbags &
general leather goods

**WEBSITE**

www.seventyfour.co.za

Seventyfour is an artisan leather studio with a design philosophy of simplicity. Every Seventyfour creation is 100% hand cut and hand stitched.

We specialise in custom designed orders – each unique in terms of leather, thread and design.

Seventyfour – authentic, enduring, quality leather products - handmade in South Africa for you.

**AREAS OF BUSINESS INTEREST IN NEW YORK**

Boutiques, agents and distributors

**REPRESENTATIVE**

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F: [@seventyfourleather](https://www.facebook.com/seventyfourleather)

SECTOR

Leather, footwear, baby and toddler

WEBSITE

www.shooshoos.co.za

Big adventures start with a baby step. Shooshoos™ are not just shoes. They're custodians of first memories, protectors of knees and toes, liberators and fun-enablers, and they are there at every stage of one of the greatest adventures your little one will know: childhood.

For us, baby shoes need to be equal parts functional and magical. They need to protect growing bodies so as to encourage curious minds, which is exactly what children need to explore, imagine and discover the world. Shooshoos™ are designed and 100% manufactured in Cape Town, South Africa.

Shooshoos™ is built on the ideas of adventure, support, quality, play fun and design excellence, and we have worked tirelessly since 1996 to bring the finest hand-crafted leather shoes to fearless children and not-so-fearless parents around the globe. We are committed to providing our customers with the best shoes for baby and toddlers' feet, so we use the highest quality materials available, and offer a wide range of hand-crafted designs for boys and girls.

AREAS OF BUSINESS INTEREST IN NEW YORK

Retail chains, boutiques, gift stores, footwear, baby agents and distributors.

**REPRESENTATIVE**

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shooshoos™



SECTOR

Exotic leather handbags,
wallets, purses, belts and small leather goods

VIA LA MODA**WEBSITE**

www.vialamoda.com

A South African brand of exotic luxury leather catering to the whims of the sophisticated. Ladies with a sense of style and the confidence to wear what others can only dream about.

Via La Moda was founded in 1989, it's a brand combining timeless skill and traditional European craftsmanship with modern technology and African sourced exotic skins such as Ostrich and Crocodile. We produce some of the finest luxury leather bags and accessories available.

Via La Moda manufactures the prestigious Via La Moda Collection and Via Veneta – a more accessible range of Ostrich leather articles. It is ideally positioned to capture not only the top end of the market but also the aspirational upper-middle class consumer.

Every bag and accessory is hand-made by highly skilled artisans who have been taught by third generation Austrian master craftsman and founder, Hanspeter Winklmayr, he is still intricately involved in the process and personally designs and engineers each item.

**AREAS OF BUSINESS INTEREST IN NEW YORK**

Retail chains, boutiques, manufacturers' representatives, agents and distributors.

**REPRESENTATIVE**

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SECTOR

Leather, footwear,
handbags and
general leather goods



XYZA SAVANNA

WEBSITE

www.xyzasavanna.com

Xyza Savanna encapsulates the essence of luxury. Embodying timeless sophistication, Xyza Savanna women are bold and confident in who they are. Xyza Savanna is committed to introducing high quality luxury accessories made from only the best genuine leathers and exotic leathers.

This luxury South African brand is committed to supporting the local industry and to source its materials, whenever it is possible, from local farms and tanneries.

We aim to promote slow fashion and timeless design as we believe that taste never goes out of style.

**AREAS OF BUSINESS INTEREST IN NEW YORK**

Retail chains, boutiques, handbag agents and distributors

**REPRESENTATIVE**

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WHY SA?

- The huge bulk order restrictions from China and India are not imposed by our manufacturers. We have reasonable minimums
- Replenishment orders accepted
- Smaller order quantities negotiable
- An existing infrastructure
- Main Footwear manufacturing hubs situated in Port cities lending to logistics time
- Speed to delivery possible
- Social compliances controlled by Bargaining council
- Freedom to design and Innovate
- Supply chain strengthening with cluster programmes from Government.
- Government grants for machinery to maintain competitiveness
- Up-skilling and skill transfer programmes in place



We have manufactured for the likes of:



Hush Puppies®

GENUINE Grasshoppers®



Clarks
SHOEMAKERS since 1825

DISNEY

BARKER
ENGLAND
Established 1880

Bata



DAVID JONES

BHS
SINGAPORE 2002



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Inspiring new ways



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