



BOXFRESH: URBAN FUSION

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Boxfresh, a brand name inspired by the idea of a pair of shoes coming straight out of its package – ‘fresh out of the box’ – started its existence in 1989 in London. The brand has always been associated with creativity, innovation and urban inspiration. Under the umbrella of the **Pentland** group, renowned for their portfolio of some of the world’s best sports, outdoor and fashion labels, Boxfresh has grown and become more focused. Eventually, the brand stopped all apparel production and is now concentrating solely on men’s footwear: a bold, yet forward-thinking move, as footwear has been the core strength of Boxfresh from the very start.

The Boxfresh shoe has a unique design, made for the modern urban man, which is understated yet unmissable due to the use of unique, though simple, detailing.

The theme of the coming seasons is Fusion, a reflection on the brand’s roots: Boxfresh founders started by selling vintage T-shirts with edgy new prints at the

famous Camden market in London, combining the old with the new. The upcoming collection – for summer as well as for next winter – will be driven by this sense of fusion in a bid to create unexpected new possibilities. The shoes will be inspired by an ever-evolving city, where Boxfresh footwear is constantly reinvented in order to stay fresh and relevant.

The collection will be distributed internationally, but has a focus on the D-A-CH (Germany, Austria and Switzerland) region. There, sales will be managed by Robert Stöckl and his team, who already successfully handle the distribution of **Lacoste Footwear** in this market.

With the creativity of key styles and big accounts as a customer base, such as **Bartu, Sutor, Görtz** and **Potthoff**, Boxfresh has a bright future ahead.

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