

Hush Puppies® Kids



Hush Puppies® is a registered trademark of Wolverine World Wide Inc.,

www.hpkids.com.cn

CHINA FRANCHISE



Hush Puppies®

美国的传奇

今天人们优闲的生活风格，源自于1958年。在这一年，Hush Puppies在美国创造出全球第一双休闲鞋。在鞋子没有太多选择的二十世纪五十年代，Hush Puppies以柔软的皮革结合轻盈的塑胶鞋底，创造出舒适、透气度高和柔软的鞋子，为世人提供全新的选择，彻底革新我们穿鞋的态度。

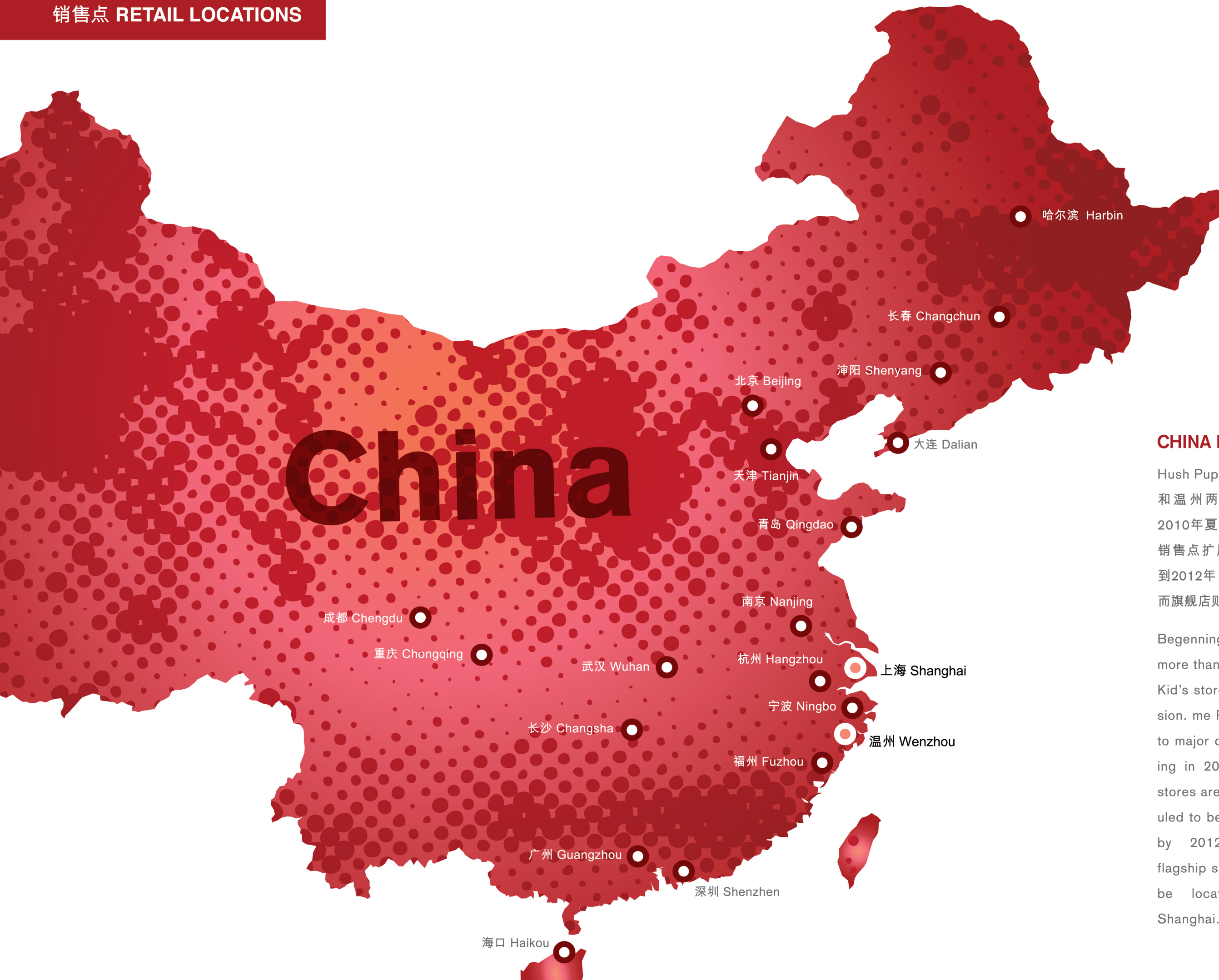
经过51年的发展，Hush Puppies成为人所共知的国际品牌，足迹遍布全球140个国家2000多个城市，其中包括美国、澳大利亚、日本、韩国、新加坡、印尼、中国及欧洲国家等。时至今日，Hush Puppies 仍不断革新，将融合高科技和舒适感的鞋子带到全世界。

Hush Puppies 是全球最大休闲鞋制造商 Wolverine World Wide的分支品牌，总部设在美国密歇根州(Michigan)罗克福特市(Rockford)。Hush Puppies休闲鞋于2000年进入中国市场，十一年来在休闲品牌类中占上一席位，2010年Hush Puppies童装鞋以专门店的方式走进中国，让这个家族性品牌的商品更趋成熟和多元化。

An American Legend

In 1958 Hush Puppies created the world's first casual shoe, signaling the beginning of today's relaxed style. By utilizing supple suede in combination with lightweight crepe soles, Hush Puppies created a soft, breathable and very comfortable shoe — an innovation that would ultimately change the kind of shoes we wear. In an era when footwear choices were limited, Hush Puppies provided the world with a new alternative. A modern shoe embraced for its authentic style and casual flair.

Relaxed and classic in design, Hush Puppies has always defined what it means to be modern and casual. Today, Hush Puppies continues to innovate, bringing technical excellence and genuine style to over 140 countries. A revolutionary idea — born 51 years ago — continues to inspire us today. Hush Puppies is a division of Wolverine World Wide, the world's leading maker of casual, work, and outdoor footwear. Hush Puppies is headquartered in Rockford, Michigan.



CHINA RETAIL LOCATIONS

Hush Puppies Kids China 位于上海和温州两市超过十间分店，将在2010年夏秋季陆续开业，2011年起销售点扩展至全国主要城市，预计到2012年，分店数目将接近100间，而旗舰店则设于上海。

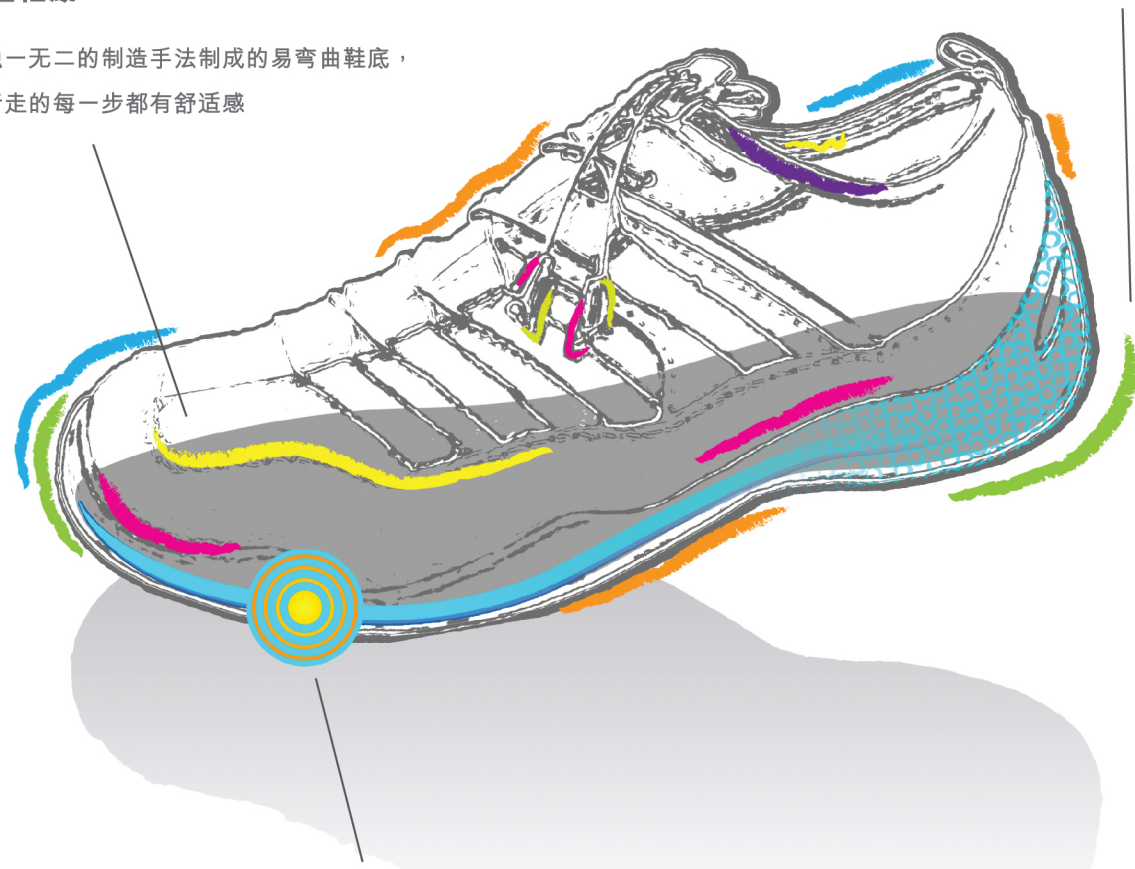
Beginning in summer/fall 2010, more than ten Hush Puppies China Kid's store will be open in succession. The Retail network will extend to major cities in China from starting in 2011. An estimated 100 stores are scheduled to be set up by 2012. The flagship shop will be located in Shanghai.



ComfortFusion™ INSTANTLY COMFORTABLE

弹性鞋底

以独一无二的制造手法制成的易弯曲鞋底，
让行走的每一步都有舒适感



持久

一体成形的结构，强化了防水效果，耐穿性大大提高，
完全不用担心鞋底脱落的问题

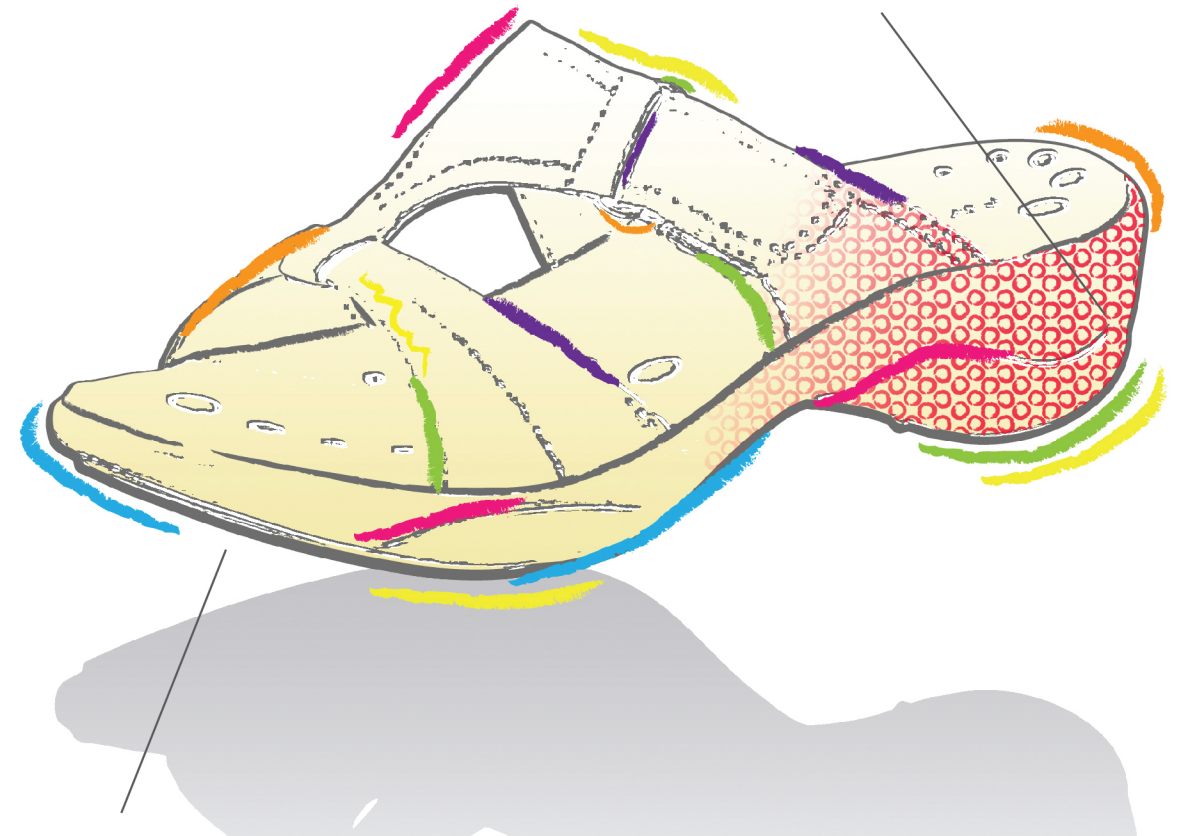
轻量化

鞋底采用轻量化的特殊材料制成，
可减轻脚部的疲劳

Zero G® ALMOST WEIGHTLESS

舒适

即使是长时间穿着，也能保持双脚舒适



轻量化

鞋底采用特殊超轻物料，大大减底鞋的重量



Hush Puppies®



Comfort Fusion™ technology is a unique way of direct attach shoemaking which fuses a lightweight and flexible outsole directly to the upper for unsurpassed comfort and durability



Zero G® lightweight shock absorbing outsole for exceptional comfort

Dual Fit System®

PERSONALIZED FIT

舒适

软皮鞋提供无限的舒适感



轻松调整

以特别物料制造的鞋垫，提供无限舒适，可随时更换配合脚双生长



Hush Puppies® Dual Fit System® turns a medium width into a wide by simply removing the blue EVA insert that sits underneath the footbed.



Hush Puppies®



防泼水皮革

专利猪猡皮，经过特殊处理，保持柔软同时具备防磨损，防污和防泼水功能。让你的足部常保干爽，护理更轻松。

Worry-Free Suede®

Hush Puppies® Worry-Free Suede®, treated during the tanning process, makes it scuff, stain and water resistant.

Repels water. Resists scuffs and stains.



超轻鞋底

轻量中底运动型结构，带您进入无重力的境界，持续舒适感，缓解疲劳，更适合长时间穿着行走。

Zero G®

Zero G® Lightweight shock absorbing outsole for exceptional comfort



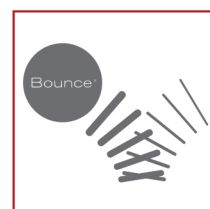
超轻鞋底

第二代超轻大底，继承了传统超轻鞋底轻便性外，更增强新型柔韧超轻材料及特别的弯曲凹槽设计。鞋子弯曲柔韧性极强，贴合双脚，令你在行走时忘却鞋子的存在。

Zero G Flex®

Zero G® Flex combines lightweight shock absorption with incomparable flexibility.

Flexible. Lightweight. Energizing.



弹力回馈鞋底

Bounce科技是吸收行走时足部产生的压力，通过足部的弹力吸收及释放压力，同时给足部一个反馈弹力，让您的足部整天都感觉动力十足。

Bounce®

Hush Puppies® patented Bounce® technology reduces the stress on your feet by absorbing the energy generated when you walk.

Shock absorption. Energy return.



波浪结构柔韧鞋底

独特波浪大底，带来长时间的舒适感。正反双面波浪大底，弯曲自如，让您的双脚彻底解放，保证同步协调。

WaveReflex®

Our patent pending design combines natural latex rubber and unique reverse action waves for complete freedom of movement for your feet.

WaveReflex®. Flexible style.



自一九五八年创造出首对美国休闲鞋后，Hush Puppies就代表了时尚、轻便的风格，亦为舒适一词再定位。广为人知的吉巴度猎犬商标，深受消费者爱戴，亦体现出Hush Puppies轻松随意的特性。小朋友特别喜欢吉巴度猎犬，并由此感染到品牌所带来的玩乐作风。在品牌建立初期，童装鞋饰已成为Hush Puppies家族中不可缺少的一部分。

由概念店设计、形象活动到鞋饰设计，Hush Puppies Kids灵感源自一种既轻松愉快，又玩味十足的态度。设计亦为增强品牌的核心特质，以时尚轻便为主要风格。产品设计新鲜有趣，色彩夺目，款式休闲，而且舒适贴心，品质和耐用性亦相当有信誉。鞋饰系列丰富，如上学鞋、礼服鞋和「意大利设计」等，令人目不暇给。门市设计为家长 and 小朋友营造享乐、从容和有趣的气氛。店内特色包括：各式互动玩乐元素，一个小型「狗屋」入口，小童生活品味图像，加上「小狗」公仔贯彻店内和店外。

Since it created America's first casual shoe in 1958, Hush Puppies has always defined cool, casual style and unprecedented comfort. The highly recognizable, beloved basset hound icon embodies Hush Puppies easygoing nature. Kids are especially drawn to the basset hound and to the inherently fun spirit of the brand. From the early days, kid's footwear has an important part of our footwear brand for the whole family.

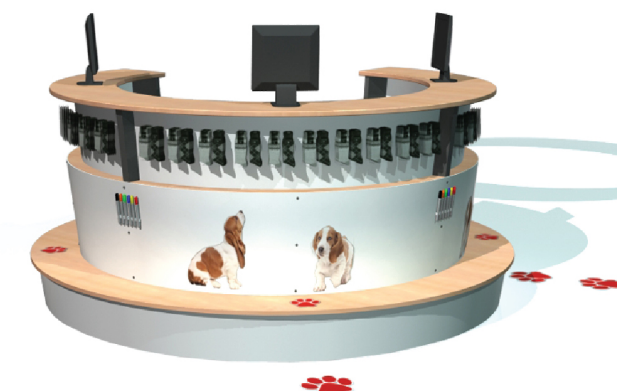
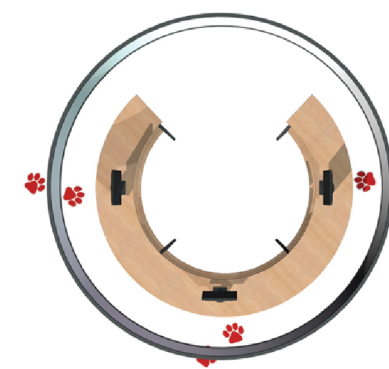
From the concept store design and campaign imagery to footwear designs, Hush Puppies Kids is inspired by a lighthearted and playful attitude. Likewise, it is design to reinforce our core brand attributes of cool, casual style. Our product features fun, colorful and casual designs with comfort and trusted quality and durability. Footwear categories include back to school, dress and "designed in Italy," to name a few. The store is designed to create an enjoyable, easy and fun experience for parents and kids. Features include: interactive play elements, a small "dog house" entrance, kid's lifestyle imagery and "puppies" throughout.

Hush Puppies kids



Hush Puppies 对店铺设计和货品陈列方式都有一套严格的标准，除了统一全球Hush Puppies 销售形象外，更重要的是要展现出 Hush Puppies 独有的生活品味和意念。

Hush Puppies requires all stores to follow a set of strict principles in store design and product display. This is to show Hush Puppies brand with a consistent identity around the world. The concept store showcases the unique fun and casual lifestyle that is Hush Puppies Kids.



Hush Puppies®

威得创富有限公司

Hush Puppies 童装鞋 Hush Puppies Kids 中国销售权持有人为威得创富有限公司。

威得创富于2009年成立，公司合伙人为永声国际有限公司和益捷有限公司。

总部设在广东省东莞市的威得创富有限公司，合伙人拥有超过二十年鞋类生产及销售经验。每年鞋子生产量达1,200万双，年营业额逾10亿元人民币。Hush Puppies China的童装鞋，俱由威得创富有限公司监督制造，并将产品运送至遍布全国的分店，确保高素质鞋子，能以最佳的状态送到顾客手中。

Hush Puppies Kids 专门店将由2010年起，在上海、北京、成都、杭州、福州、哈尔滨、广州和温州等城市陆续建立销售点，预计到2012年分店数目将接近100间。

KING STEP CAPITAL INVESTMENT LIMITED

KING STEP CAPITAL INVESTMENT LIMITED is the authorized distributor of Hush Puppies Kids in China PRC. Established in 2009, KING STEP is a joint venture of EVER SOUND INT'L LIMITED and SUPERB EXPRESS LIMITED.

The Headquarter of KING STEP CAPITAL INVESTMENT LIMITED is located in Dongguan, Guangdong. Our partner is a premier footwear manufacturer and distributor with more than 10 years experience. About 12 million pairs of shoes are produced each year, with turnover of more than one billion RMB. All kids footwear of Hush Puppies China are manufactured under the supervision of KING STEP. Products are transported directly to retail stores around the country to ensure every pair of shoe handed to the customer is of high quality and in the best condition.

From 2010, Hush Puppies Kids will expand its retail stores in Shanghai, Beijing, Chengdu, Hangzhou, Fuzhou, Harbin, Guangzhou, Wenzhou and other cities in China.

About 100 retail stores are expected to be set up by 2012.



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