



SPUR SHOES

# Soles from Seoul

Asia's World City has SAM CHEONG to thank for bringing the hip Korean footwear brand to its shores.

The South Korean swell continues to sweep through global economy and culture. It is perplexing to ponder how the country's influence on society in general rivals all including the West. Leveraging on social technology, South Korea has become Asia's maven of style; and the fashion-forward world city of Hong Kong has clearly been caught in the wave.

A hotbed for shoppers in Asia and worldwide, Hong Kong enjoys items and brands from all corners at all price points for all sorts of interests. It is no question that iconic Korean fashion would find its way to the local markets. Thus, SPUR Shoes, an acclaimed brand of handcrafted footwear, has flourished in its bid for a stake in the territory.

## Unquestionable Quality

The Hong Kong entity of SPUR Shoes (SUNNIE International Company Limited) was established in 2012 after Sam Cheong and co-founders took an expeditionary trip to South Korea that same year. The Korean wave, already heavily felt in Hong Kong with massive penetration of K-Pop ensembles and TV drama series, created a market for the trendy apparel featured therein.

Cheong took great interest in SPUR's aesthetic, inherent comfort and affordability. Within a year of its introduction, six stores opened in key districts in the city.

SPUR Hong Kong remains the locale's only chain specializing in Korean-made shoes. The distinctive flats are of noticeably improved quality, giving an edge over China imports in providing customer confidence. Among its unique features is an original seven-layer insole,



handmade by top artisans. One of the three foremost Korean handcrafted shoe brands, SPUR Shoes boasts a Unified KC Certification Trademark, and favored endorsements from celebrities such as Kim Tae Hee, Song Ji-Hyo, and Girls Generation.

## Footprint of Success

In addition to its brick and mortar chain, SPUR Shoes is continually increasing its Internet presence. While not as mature as other markets, Cheong foresees a behavioral shift for Hong Kong shoppers towards increasing online purchases and enjoying more ecommerce

platforms in the near future. The company has also made initial moves for expansion in Macau and Mainland China.

Cheong remarks that his team is trained and tasked to provide customers with the 'most attentive service'. Thus far, the company has honored this promise, evidenced by the wide acceptance of SPUR Shoes in the region. As the constant rocket high rents and occasional civil unrest in Hong Kong pose challenges on any retail business, SPUR Shoes proves that a solid company and an excellent product can plow through any obstacle, and make an impact. ■

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[www.korean-shoes.com](http://www.korean-shoes.com)



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