



STRIDE RITE

The Crucial First Steps

Building upon nearly a century's experience, the trusted American children's footwear manufacturer now provides the parents of Asia the best option for growing kids, says HENRY KO.

Stride Rite began expanding internationally just over ten years ago. Coming in a dazzling array of colors and styles, the company's expertly crafted kids' shoes are now delighting discerning moms and dads in Hong Kong and in neighboring Greater China and Asia Pacific.

The brand is made available in the region through a partnership with Fung Kids (Holdings) Limited, the exclusive licensee of Stride Rite in Hong Kong, Singapore, Malaysia, and China.

"Our values and vision have not changed. There is a universal truth that moms want what is best for their children. Stride Rite resonates with parents globally, especially in Hong Kong, for this very reason," says Henry Ko, Fung Kids General Manager for Hong Kong and Macau.

"Parents of young children in Hong Kong turn to pediatricians and industry experts, as well as go online for advice. They not only want a stylish and versatile shoe but a shoe built for kids with their development and growth in mind. Stride Rite offers exactly that solution: shoes built for kids."

Continuous Development

"When Stride Rite thinks about how to create the next great shoe, the most engaging shopping experience, or innovative new product, it looks to the kids," says Ko. "No one has more personal experience or professional expertise. It remains a student of the childhood experience and a dedicated advocate for moms and dads."

Stride Rite offers a full line of up-to-date, up to standard products for all functions and occasions from school to play. "The company has a long, rich heritage of dedication to building shoes for kids and only kids. It has been its sole focus and passion as specialists with



the deep roots and foresight to innovate, truly immersed into the details other shoe brands hardly even notice. In the same manner, we at Fung Kids are the kids' category experts within our markets."

Since 1919, Stride Rite has applied unique insight to focus on even the smallest details and the latest styles. "Stride Rite is all too familiar with kids' affinity for mud, their rookie grasp of gravity and their insatiable desire for dressing up like superheroes and princesses. The shoes Stride Rite offers aren't just stylish; they're designed to be up to the task of being worn by kids – and easy on parents."

For the Family

Fung Kids needed time to educate parents about the US brand, being a newcomer in the Hong Kong market. It focused on communicating Stride Rite's heritage, as no other in the world has been building children's shoes for as long, and on educating parents about its latest products.

"The Stride Rite Toddler collection features Sensory Response Technology (SRT™) endorsed by the APMA (American Podiatric Medical Association). The recently launched Made2Play™ collection is 100% machine washable, and lists anti-stink linings, reinforced toe for extra

durability, and quick dry mesh among its key features and benefits. We are also excited about the Stride Rite character collection featuring some of the most popular franchises like Marvel by Stride Rite, Disney Princess by Stride Rite, and Star Wars X Stride Rite. Additionally, Stride Rite offers a line of school shoes that are flexible and breathable, and come in classic styles and with a padded collar for comfort."

In late 2014, Stride Rite launched its official Hong Kong website allowing parents to view and purchase its latest products online, in addition to its many shops. Parents can also opt for either home delivery or in-store pickup to fit their busy schedules best.

First rate in product and service, the companies' collaborative efforts consistently meet approval. "We continue to keep our customers in the center of our business, and listen to what they want and need," says Henry Ko. "We are happy that many of Hong Kong's moms and kids love Stride Rite shoes. It thrills us each time we introduce more new styles which continue to excite both parents and kids. Stride Rite shoes will always be built just for them." ■

For additional information please visit www.striderite.com.hk