

C H I E M I H A R A



CHIE MIHARA



MADE IN SPAIN



CHIE



CONSUMER PROFILE



LOVE LETTERS



CLIENTS



COMMUNICATION AND PRESS



*"We should have shoes that match our needs. We want to look feminine, beautiful and attractive but without giving up comfort."*

Chie Mihara

CHIE MIHARA is unique in the world of designer shoes.

CHIE MIHARA shoes are wearable art depicting creativity, femininity and fun. They turn heads and do not go unnoticed.

CHIE MIHARA transcends the ever-changing trends that rule the world of fashion from year to year, and instead creates inspired original designs that remain timeless and forever fashionable.

Every CHIE MIHARA design is unique but they all share a common flavor that makes them identifiable as a CHIE MIHARA. The vintage influence is undeniable but modernized by unexpected color, pattern and texture combinations. The predominance of medium-height sturdy heels allows women to actually walk in their shoes instead of admiring their beauty on a shelf in the closet.

CHIE MIHARA shoes draw you in with a wink, a smile and a smirk all in an instant.



Designer Chie Mihara launched her footwear line in Elda (Alicante) in January 2002. Her goal was to provide women with something different, shoes designed for women by a woman with an emphasis on design and comfort.

The multicultural aspects of this designer, who was born in Brazil into a Japanese family and studied fashion and accessories design in Tokyo and New York, are reflected in her collections. Brazil shows her feminine side. Her design techniques are influenced by Japan. The United States adds practicality and comfort. Finally, Spain represents the cradle of top quality footwear manufacturing.

This mother-of-three works tirelessly with a life philosophy based on bringing something unique and special to the world.



## MADE IN SPAIN

Chie arrived in Spain in 1997 as a designer for Charles Jourdan.

It was not long before she fell in love with the country, its craftsmanship traditions and the 'Made in Spain' quality.

Chie Mihara shoes are completely manufactured in Spain from start to finish. The entire in-house production process is handmade, from the person who cuts the leather to the person who prepares the shoes boxes.

Every pair of shoes is handled by 60 different hands with team members adding value and perfection to each pair of shoes. Chie Mihara is where artistry and manufacturing meet to create and bring an exquisite finished product to a discriminating clientele.



## CONSUMER PROFILE

CHIE MIHARAS are for the woman who knows fashion and isn't afraid to explore beyond the ordinary. She is one who has impeccable taste and a vision that is all her own and is not defined by what is current or common. She is the woman who walks into the room with enough confidence to know she may not be the most beautiful woman but nevertheless feels like the most beautiful woman in her "Chies".

This is a woman who would buy a pair of shoes because they speak to who she is and then she will contemplate building an ensemble or wardrobe around those shoes. She needs no justification other than "They are perfect!" or "They were meant for me!" to validate her purchase. She will buy her "Chies" on a whim!

CHIE MIHARAS are for the cultured, cosmopolitan and sophisticated woman who loves to stand out but refuses to sacrifice comfort. She can fill the space in a room with her presence whether she is walking across it or just standing in the doorway in her Chies.



## CONSUMER PROFILE



Vivacious

Whimsical

Intelligent

Confident

Alluring

Feminine

Intriguing

Sophisticated

Indulgent



# CONSUMER PROFILE



Impulsive

Practical

Durable

Mischievous

Flirtatious

Passionate

Sentimental

Eclectic

Timeless







## LOVE LETTERS



Our clients are more than just fans, they are our greatest source of inspiration and motivation. They are the strength that drives improvement on a daily basis.

This ability to build consumer loyalty and to continue expanding our customer base, season after season, is what sets Chie Mihara apart from the other brands. Shoppers quickly become loyal fans, excited and inspired to share their 'Chie' stories and pictures in social media.

Some will share their pictures with an #ilovemychies, others will write us 'love letters' comparing Chie Mihara's designs to art or a jewel, highlighting the product's perfection and sharing their personal experiences.

These women span the globe coming from diverse cultures and experiences but they share one thing... they are ecstatic and thrilled with their Chies!

LOVE LETTERS



#ilovemychies

LOVE LETTERS



#ilovemychies





## CLIENTS

The CHIE MIHARA brand is committed to its global partners and clients.

CHIE MIHARA currently has more than 800 clients throughout the world, including luxury department stores, cutting-edge concept stores, and leading fashion and shoe boutiques.

Points of sale are selected in line with our brand philosophy and we provide personalized customer service and tracking.

## CLIENTS



This is possible thanks to the highly professional team. Our team is customer oriented. We understand that a good product without excellent service would not help our client's growth. The team's top priority is to provide quick responses to our customer's needs and find the best solution for any particular situation.





## COMMUNICATION AND PRESS

Since the beginning, CHIE MIHARA has worked on all the aspects related to the brand's messages and media relations.

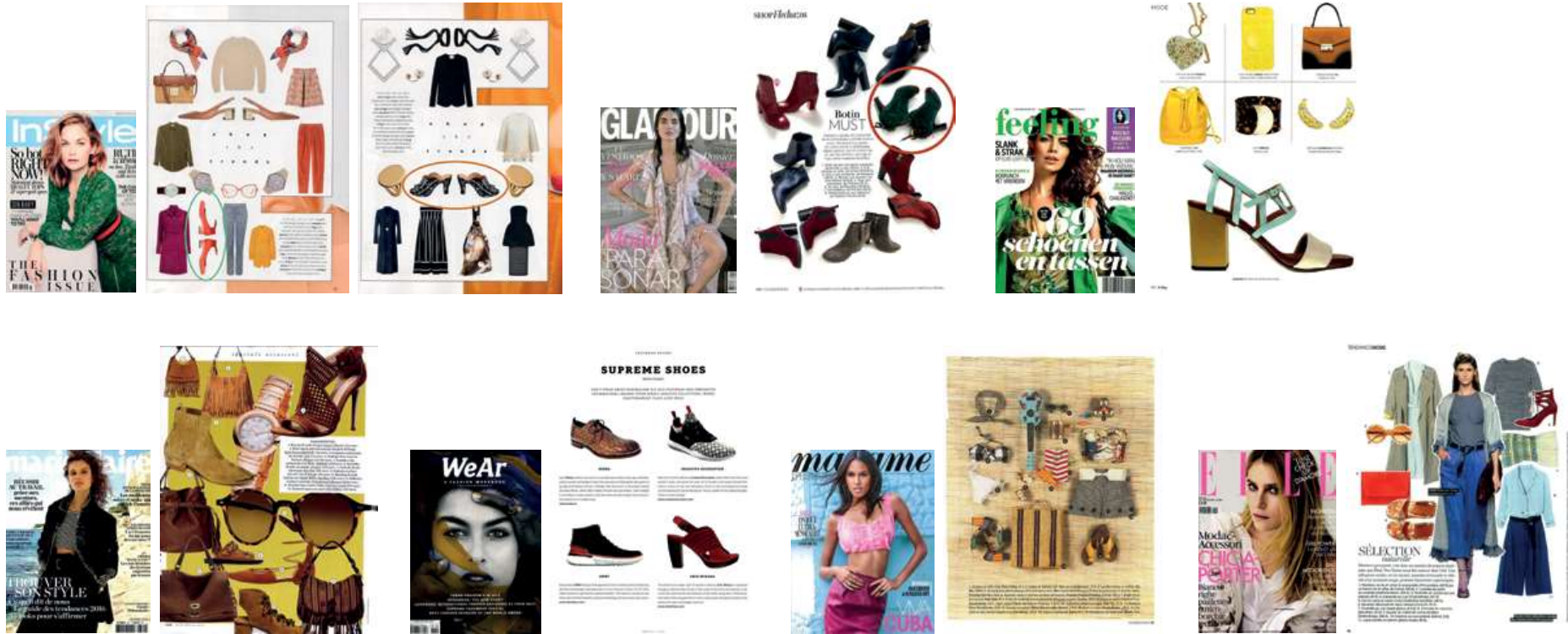
The result is international coverage in the best media, as well as collaborations with television and film producers.

Thanks to an international network of communication, PR and media agencies, we have helped accelerate the brand's current positioning.

CHIE MIHARA has communication agencies and press showrooms in Madrid, Paris, Milan, Hamburg, London and Sydney.



COMMUNICATION AND PRESS





CHIE MIHARA exhibits at the main international fashion & accessories fairs around the world. In addition the brand has sales showroom at the main fashion city centers.

For more information please contact: [comercial@chiemihara.com](mailto:comercial@chiemihara.com)

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*"If I put passion into something, don't know where  
o when, but someone will feel my passion and give  
back to me again!"*

Chie Mihara



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