



# E-STANCE NEWS

JULY 2008 NEWSLETTER



'Swimming With Sharks'... literally. Our sign seems to be the only thing that kept its head above water as nature decided to take control at the Coolum Motorcross Track in Queensland.

*D*ear Friends,

Welcome to the latest Stance & Style Newsletter. The busy Stance team have spent the last few months in China preparing for the new season. It's looking to be our best season yet with a vast array of footwear styles and colours to suit all occasions.

Due to the success of our most popular flat shoe Rosy (which is made from Australian and New Zealand sheep leather), this season it's available in great new colours including Slate, Emerald, Purple and Burnt Orange. These fashion shoes are also available in previous colours such as Black Leather, Red Leather, Chocolate Leather, Cherry Patent, Ebony Patent and Metallic Bronze.

One of the great aspects (and secrets!) of the Rosy is that they're the perfect travelling flats as they can be folded up like a ballet shoe. Simply fold your Rosy flats, pop them in your handbag and when you need to get out of those high heels, a comfortable pair of flats are there for you.

Along with the Rosy, popular styles this season in the Swimming with Sharks range include Seaweed and the popular Seasail, which has been repeated in fresh new colours.

Our Victorian Sales Consultant, Danielle Covalea has had a busy 2008 since she joined the Stance & Style team in January. With every month she continues to succeed and last month joined Alan and Janine in China to gain first hand knowledge on the production side of the company.

Along with this edition of the Stance & Style newsletter is our special Behind the Scenes of Stance & Style feature. Danielle shares her experiences about meeting Bella and Angel in China, and the manufacturing process. Take a look at the great shots – it's a fantastic insight into the work involved to get your favourite shoes on your feet.

Keep your feet moving,  
'The Team at Stance & Style'

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## THE PRODUCTION LINE

A lot of work is apparent behind the scenes in China as the Stance & Style team get together to ensure every shoe that comes off the production line is at the highest standard.

They may only be a small team of less than ten staff based in two countries but the Stance & Style team are committed to ensuring their customers have the best quality footwear available.

Owners Janine Granger and Alan Smith spend over 100 days in China every year with their Chinese staff Bella and Angel. The effort and dedication that goes into each and every pair of shoes is second to none, and they have their own quality controllers to watch every pair of shoes that comes off the production line.

Whether they are in the office in Maroochydore or the office in DongGuan, the couple admit they are workaholics. They are passionate and proud of what they do, and instill this same work ethic in their supportive team.

However, along with the busy times there is also an element of enjoyment. The Stance & Style team travel all over the world to ensure they get the best quality shoes with the best quality materials for their clients. Being on the team at Stance & Style, no two days are ever the same and often the team ends up in various locations, at crazy times doing a variety of tasks. This could mean trying to learn basic Chinese from their Asian product manager Bella, travelling across China to various manufacturers to ensure they're working with the best suppliers or unloading 40 foot containers when the shipments arrive.



## DANIELLE'S DIARY

*My trip to China was an exciting opportunity Full of adventure. The adventures started even before I actually arrived in China, due to an accident with the cargo vehicle and the plane door so my flight was delayed by over an hour and a half. This led to a big shift in plans when I finally did arrive in Hong Kong, firstly I wasn't able to find or contact Janine and Alan as I was under the impression my mobile had global roaming but it didn't. I must admit I was starting to panic as I knew we needed to catch a ferry out of Hong Kong that evening, but I had no way of finding them.*

*After frantically searching for a phone card I managed to get in contact with Janine after many, many attempts and was told that due to my late flight we had all missed the ferry and had to find another way to get out of Hong Kong. We had to catch several buses, taxis and commute by foot and pass over borders which a real challenge. However, on the plus side it was a great way to see the real China. The streets filled with so many people all trying to get to the same destination in a mad race. After finally making it to the hotel at about 2:30am, I was exhausted, ready for bed, but excited about the upcoming week.*

*My days were filled with appointments and schedules. I was thrilled to see the inside of a Chinese manufacturing factory, watch samples being made and witness the production of some of our footwear. The lingo that I was accustomed to hearing all began to make sense the moment I watched the factory workers in action.*

*In particular, I was impressed with all the steps taken and carried out to make our shoes. I didn't realise the work involved in producing our footwear and how many people it takes to make a pair of quality shoes. It passes many hands along the production line and every person plays an integral part in the process. I have a new found respect for all the work that happens prior to receiving samples I have to sell from.*

*I was also fortunate to witness Janine and Alan at their best, watching them develop and create new designs for our upcoming winter range. I watched their creative process from the construction of the shoe, to the fabric selection and then the colour palette - it was very inspiring.*



*Meeting Bella and Angel our two Chinese staff members was an absolute pleasure and they enhanced my experiences in China. It was wonderful to hear their stories of trials and tribulations doing the work that they do. It has also given me a better understanding of the business sense in China.*

*During my stay I also visited numerous leather markets and other retail and wholesale outlets. Anything you could possibly want and need you can get in China. The leather markets are a great source of inspiration and the different types and qualities of leathers and fabrics are endless.*

*One of my favourite aspects of the trip was that we always managed to find time to eat and I was introduced to all the glorious food on offer. Of all the superb restaurants we ate at, the best meal I had was with a local Chinese family. Angel was kind enough to invite us into her family home and her parents put on a memorable meal.*

*All in all, my trip to China was very productive, knowledgeable and insightful. Not to mention the information I have gained has given me a greater appreciation of the work involved in manufacturing footwear, which will further assist my position in the company.*

*Danielle Covalea  
Victorian Sales Consultant  
Stance & Style*