



ZERO

CARBON INNOVATION

FOOTWEAR

the whole
category



INDIA MAKES SHOES

AND IT HAS STOPPED APOLOGISING FOR IT

For thirty years the country's footwear base ran as a quiet contract floor for other people's labels. In the last five, a generation of homegrown brands has been built on that same base, designed in India, made in India, sold at prices that undercut the imports.

We source footwear from it. All of it, not one corner of it.





NOT THE SAFETY CORNER

Sneakers and casual. Cup sole and vulcanised construction, canvas and leather uppers, court silhouettes through chunky lifestyle. The category the domestic brands were built on.

Leather formal and dress. Oxford, derby, loafer, monk. Agra and the Tamil Nadu belt have made this for export for decades.

Boots. Chukka, hiker, work boot, where the construction has to be repairable. **Sandals, slides and open footwear.** Moulded and assembled, the volume end of the range. Both in the range, both shown on request.



THE CONSTRUCTION DECIDES THE FACTORY

Cup sole and vulcanised

Canvas and leather uppers, court silhouettes through chunky lifestyle. The category the domestic brands were built on.

Stitchdown and Goodyear welt

Where the construction has to be repairable.

Cemented, injected and direct-injected

The volume constructions, and the ones that carry a safety certification.

Hand-lasted

Where the finish is the product.





QUALITY

PROVED ON FOOT, NOT ON A SPEC SHEET

Footwear carries more construction risk than apparel, and no specification settles fit. The last is confirmed before bulk, every time.

4

constructions placed to
a matched floor

CUP SOLE, CEMENTED,
WELT, INJECTED

1

last confirmed before
bulk

SAMPLED AND WEAR-TESTED

0

certifications carried
across from a garment
unit

THE SHOE FLOOR IS
EVIDENCED ON ITS OWN

A certification held by a garment unit does not travel to a shoe unit. We evidence the floor that is making your shoe.





ORIGIN 01 · INDIA

AGRA, THE TAMIL NADU BELT, CHENNAI

Agra and the Tamil Nadu belt have made leather formal and dress for export for decades. Oxford, derby, loafer, monk.

Ranipet is a working cluster, not a single floor, and it is where the domestic brands build.

Chennai is our own sourcing presence, placing the programme and following it on the ground rather than over email.



ORIGIN 02 · SRI LANKA

SAFETY FOOTWEAR, DIRECTLY INJECTED

Desma direct injection bonds the sole to the upper without adhesive, which is what makes a safety boot survive the floor it is worn on. The same partner runs seam-sealed garments and functional outdoor, so the footwear sits beside the workwear rather than in a separate supply chain.

Eighty-year legacy, 8,000 to 10,000 staff, and a three-country footprint that is a resilience answer before it is a cost one.



ORIGIN 02 · SRI LANKA

THE UPPER, AND THE SOLE UNIT

THE PROOF IS NOT OURS, WHICH IS WHY IT COUNTS

Why this page exists

A sourcing house telling you its base is capable is an advertisement. A row of independent brands that bet their own money on that base, and won, is evidence. **None of them is our client, and none is claimed as one.**

The material story is already running

Merino, recycled PET, recycled bag film, natural rubber and vegan adhesive are in production today, not in a development sample.

The base holds a design language

Hand lasting, kantha stitch, nano-coated uppers, an insole system built around the fact that India does not stock half sizes. A floor that executes a specification, not one that copies an import.

Capacity is integrating, not fragmenting

A listed, vertically integrated tanner acquiring a D2C shoemaker in 2026 puts design behind industrial assembly. That is the direction a base should be moving.





THE DISCIPLINE DOES NOT CHANGE WITH THE PRODUCT

The same four steps as apparel, because footwear does not get a softer standard.



01

specification before quotation

Construction, last, materials and finish agreed first. A price against a vague shoe is a price that moves later.

02

fit proved on foot

We sample, we wear-test, we confirm the last before bulk.

03

compliance on the footwear floor

Evidenced for the unit making your shoe, never carried across from a garment unit.

04

one standard of care

Whichever floor it lands on.



WHERE TO START

ONE STYLE, ONE COLOURWAY

The pair your customer already buys somewhere else. Prove the last, then widen the range.

1

style

TO START

1

colourway

TO START

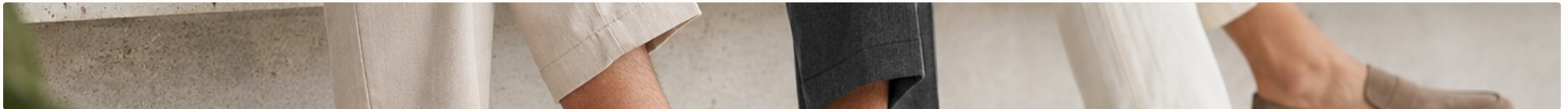
1

season

THEN WIDEN



TELL US WHAT YOU WISH YOU COULD PROVE



About your next collection, or your first. Tell us what you make, where you sell, and what you wish your supply chain could prove.



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Nineteen documents, one for each subject.
Ask for the one you need.