

Spanish handcrafted leather brand Lottusse opens flagship store in Hong Kong (with photo)

Lottusse, a Spanish handcrafted leather brand with its heritage dating back to 1877, opened its flagship retail store in Hong Kong today (May 29), as part of its regional business expansion via Hong Kong following its successful showroom operations in the city.

The new store is located at the newly reopened heritage site of the former Central Police Station and Victoria Prison compound. Lottusse, a Fluxa family-owned handcrafted leather brand, takes quality at the heart of its business philosophy, according to the company's Asia Area Manager, Mr Yuji Yosumi.

In the retail shop, customers can order Lottusse shoes with personalisation options, which will then be handcrafted by masters at Lottusse's own factory based in Mallorca, Spain, so as to ensure the family craftsmanship tradition is strictly followed in detail. Customers can also buy ready-made shoes in a wide range of designs.

In 2014, the brand opened a showroom in Hong Kong where personalised shoes can be ordered. Mr Yosumi said the company sees good timing now to commence retail operations with the new shop in Central to tap Hong Kong's growing status as an international retail hub in the region.

He said, "Hong Kong as the gateway to Asia is the ideal place for us to test the markets in the region. We initially set up a showroom in the city four years ago and from there we have developed solid clientele from Japan, South Korea, Taiwan and Singapore through Hong Kong. It is the right time in the right place for us to move to the retail business with this new shop."

He added, "Hong Kong's retail industry is sophisticated with a good diversity of discerning clientele in terms of both locals and visitors from around the world. Our Hong Kong retail store not only manages the city's retail operations but also will develop wholesale business across Asia."

Associate Director-General of Investment Promotion Dr Jimmy Chiang welcomed the opening of Lottusse's flagship store in Hong Kong. He said, "It shows a vote of confidence in our retail industry. Apart from participating in the vibrant retail sector in Hong Kong, the brand can also make good use of the city's advantages including a free port, a low tax base and the absence of sales tax to expand its business in the region."

About Lottusse

Founded in 1877 in Mallorca, Spain, Lottusse is owned by the founding

Fluxa family. Now under the fourth generation, the family business is an artisanal shoes manufacturer and international brand specialising in high-quality leather products. For more information, please visit www.lottusse.com.

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