



CHIKANO

BRAND BOOK

FW 2019

Chika10 “We love shoes”

“WE LOVE SHOES”

Chika10 is a spanish footwear firm, born in Málaga in 2006. Since the beginning, its passion for fashion and design and strength, were the fundamental basements. The main goal: serving 360° women and including every aspect of their lives to the firm.

After a decade, Chika10 now has grown, and has developed two other firms as Chika10 100% Leather and Chika10 Kids.





THIS IS OUR MOMENT, OUR GENERATION.

“We arrived at an urban woman, strong, cosmopolitan, ...
A day of trends and Social Networks, aware of their style and enjoy their personal image.
A Chika10 that invites fashion and does not give up comfort”.

“The Moment is Now”

CHIKA10 2019

This is our moment, our generation.

The moment for Chika10 is now. Strong and in growing inside the nacional scene, and also in Europe and Latin America. Today the firm feels stronger than ever and with a great experience, knowing exactly the type of woman design for.

We have created personal signature, knowing who are the Chika10 women and how to approach them.



PRODUCT

CHIKA10 EN 2019

Offering trendy footwear has always been Chika10 number one priority. Each collection is influenced by the newest trends of every season.

This dedication to fashion and quality has always been the key to provide our clients with a profitable product. Our products are delivered by two channels: a global retail network and four physical shops and one online shop; www.chika10.com





CHIKA10 Woman

Strong and cosmopolitan, up to date trends, with a presence in social networks. A 360° woman who does not give up her comfort for being fashionable; we adapt a variety of styles, from shoes, sports shoes, boots and booties; going by different cuts and heights, heels, platforms or basic comfort floor.



CHIKA10 Kids

The kids collections, similar to our woman collections, are broad spectrum. From classic ballets to sneakers with platforms, leather, to match the elderly, we also have the range for children, Chk10 Boys and those who begin to give their First steps, Chika10 Baby.

Chika10 Kids has something for all the kids in the house.



CHK10 MAN

A men's line of footwear, in two versions, child and adult, that coexists in harmony with the entire Chika10 sphere. Your goal, classic trends in a renewed casual and sporty style; In short, create an accessible brand in every way, growing while meeting your audience, adapting to changes and approaching where trends arise.



LEATHER & DESIGN



Leather. A quality commitment

Handmade and with mediterranean spirit. Spain is considered one of the oldest countries in the leather footwear production. Manufacturing process with knowledge that has been transmitted from one generation to another.

We invest in nacional design and manufacturing, based in studied designs focused on the needs of the foot, also caring for the environment resulting a premium product. Innovation and comfort are compatible.

Value added. Transmit the importance of a skin product range and the differentiation that gives it to another line of similar characteristics. Based on handmade and studied designs, which think about the structure and the needs of the foot, in addition to the commitment to the environment that their production entails; It has a premium quality line, aimed at the highest target.





Commitment

TO CHANGE

DEFINING A PROFILE AND FOCUS

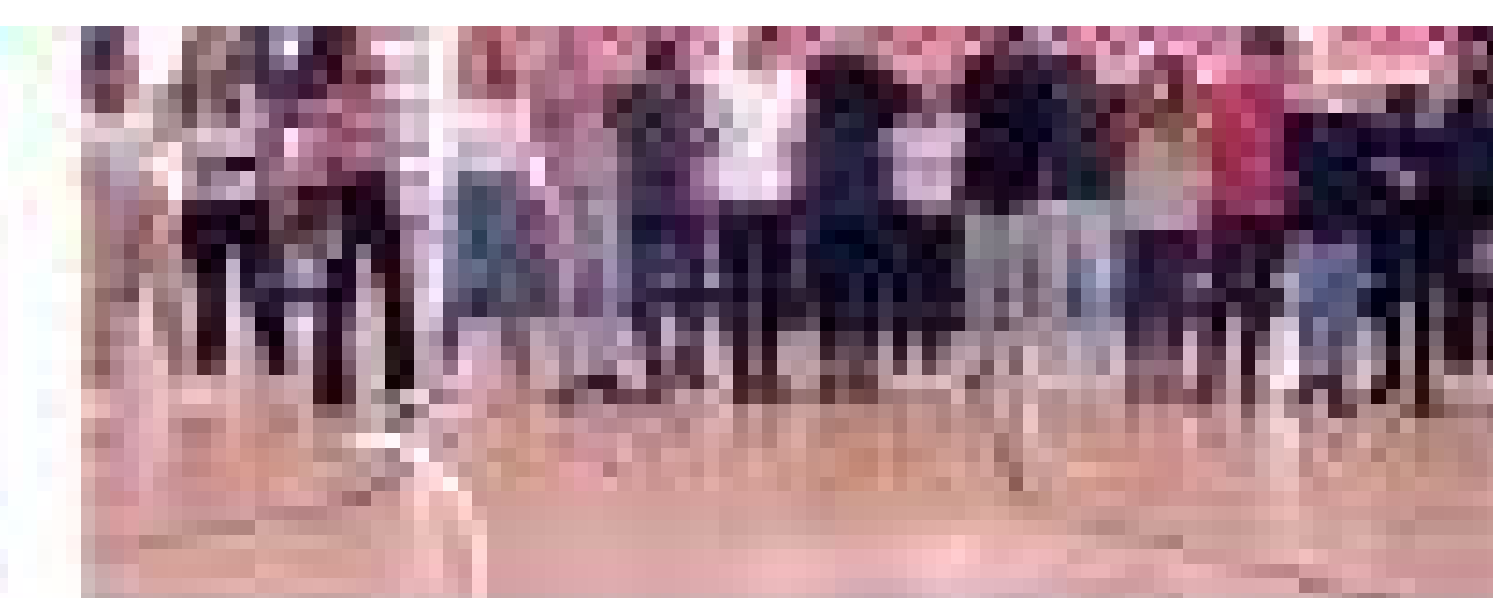
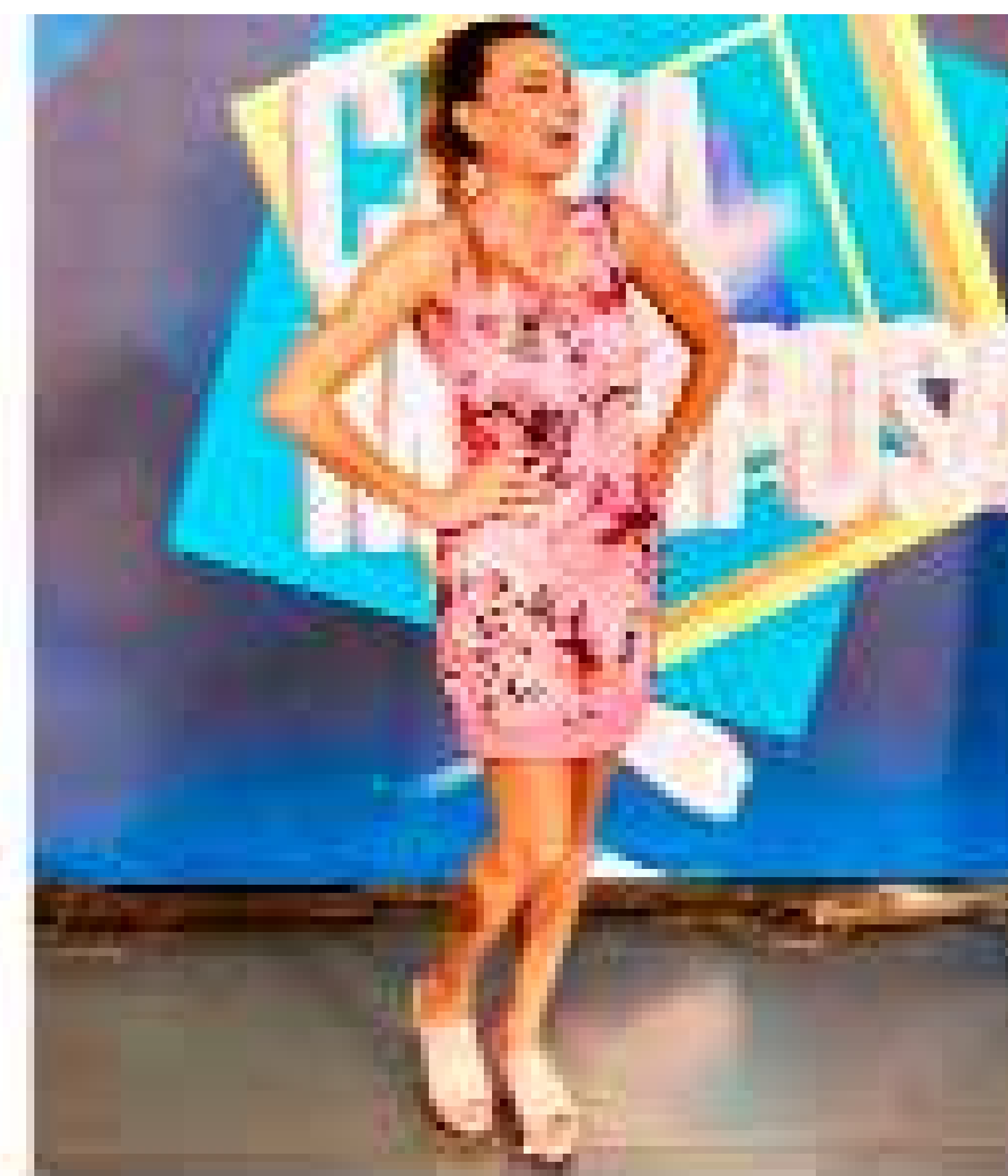
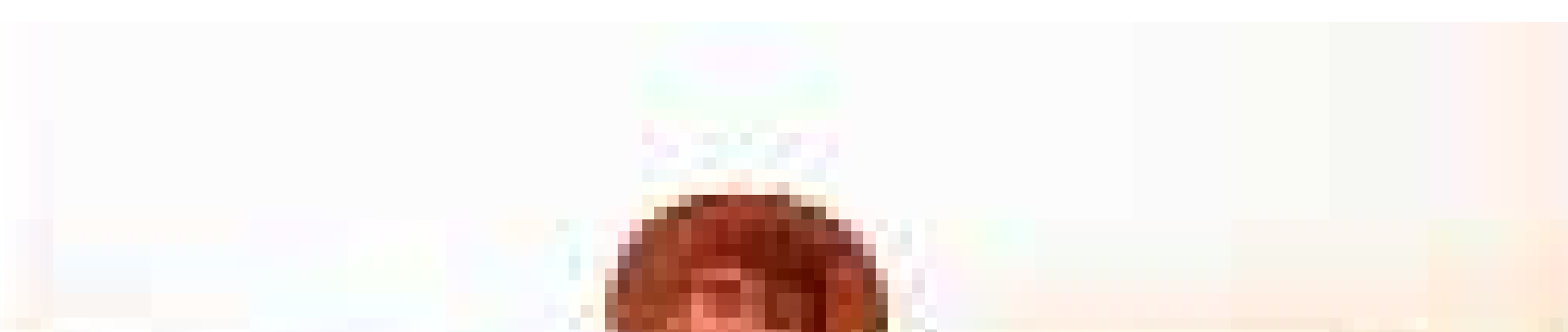
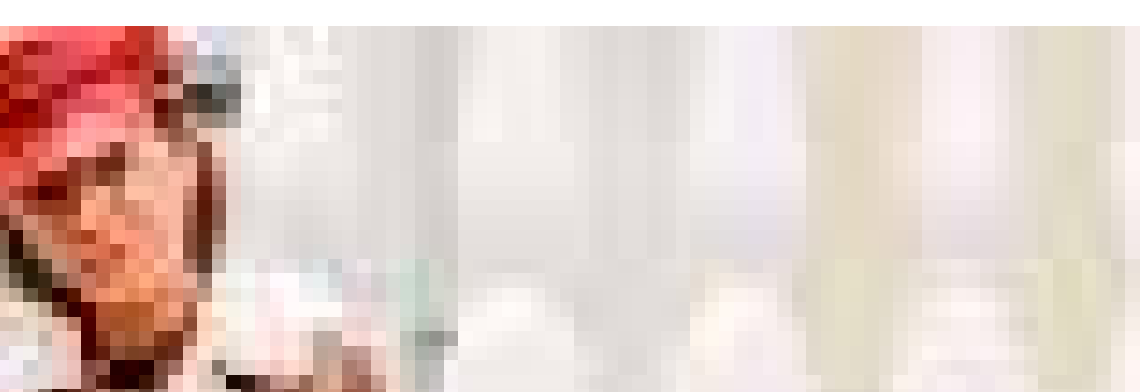
On the way to look for that characteristic profile to focus on when creating a successful collection that could be integrated into a wide variety of tastes and preferences, the study of our consumers through two main ways has been fundamental: Retail Channel and the presence in Internet.

Through our stores and distribution channels, we can know the customer profile and the models that interest you most, thus being able to focus on them and offer their demands every season, depending on the geographical area in which they are located or weather conditions.

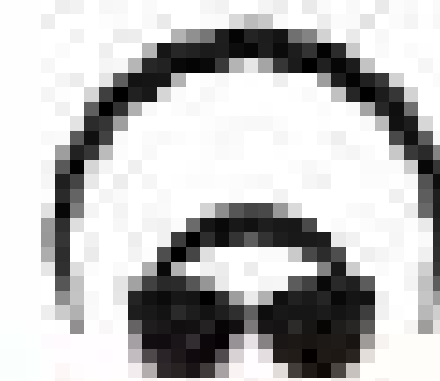
In addition, through the Internet, with an online website such as www.chika10.com, with SEO, SEM and Marketing jobs; inclusion in RRSS like Instagram or Facebook; It has allowed to consolidate something as coveted as “Brand Image”.

“BE PRESENT”

#SOMOSCHIKA10



NUESTRAS REDES
EN 2018



“BE PRESENT”

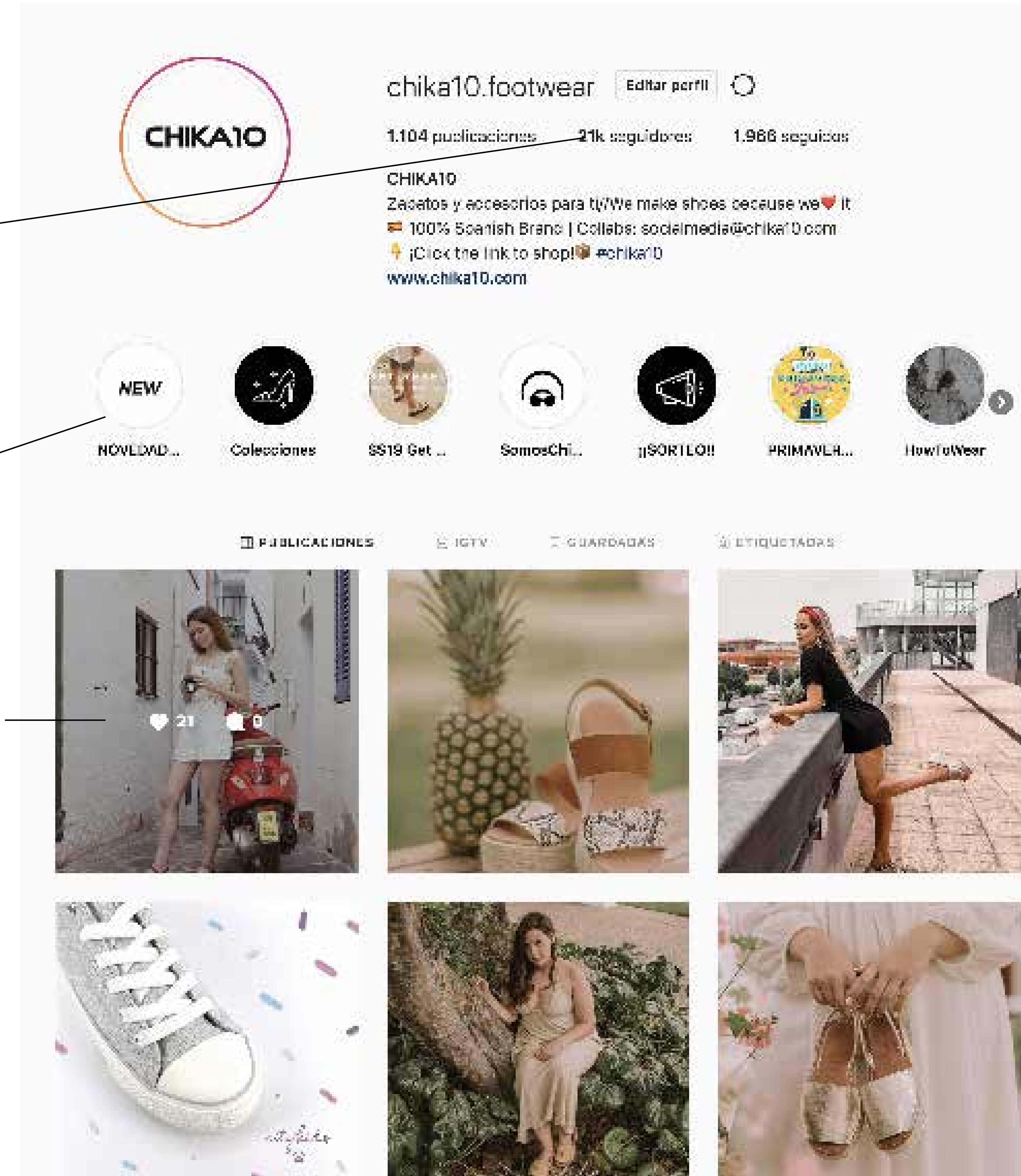
#SOMOSCHIKA10

+ 28.000
Real followers

Dynamic, audiovisual content updated daily, including exclusive content, live videos, etc.

Gallery with a marketing plan and tonal inclusion studied. It offers the visualization of the products through the “lifestyle” form, showing its three lines, carried by influencers and social characters, as well as its most characteristic details.

Solid engagement + defined impressions = “Consolidated brand image”.



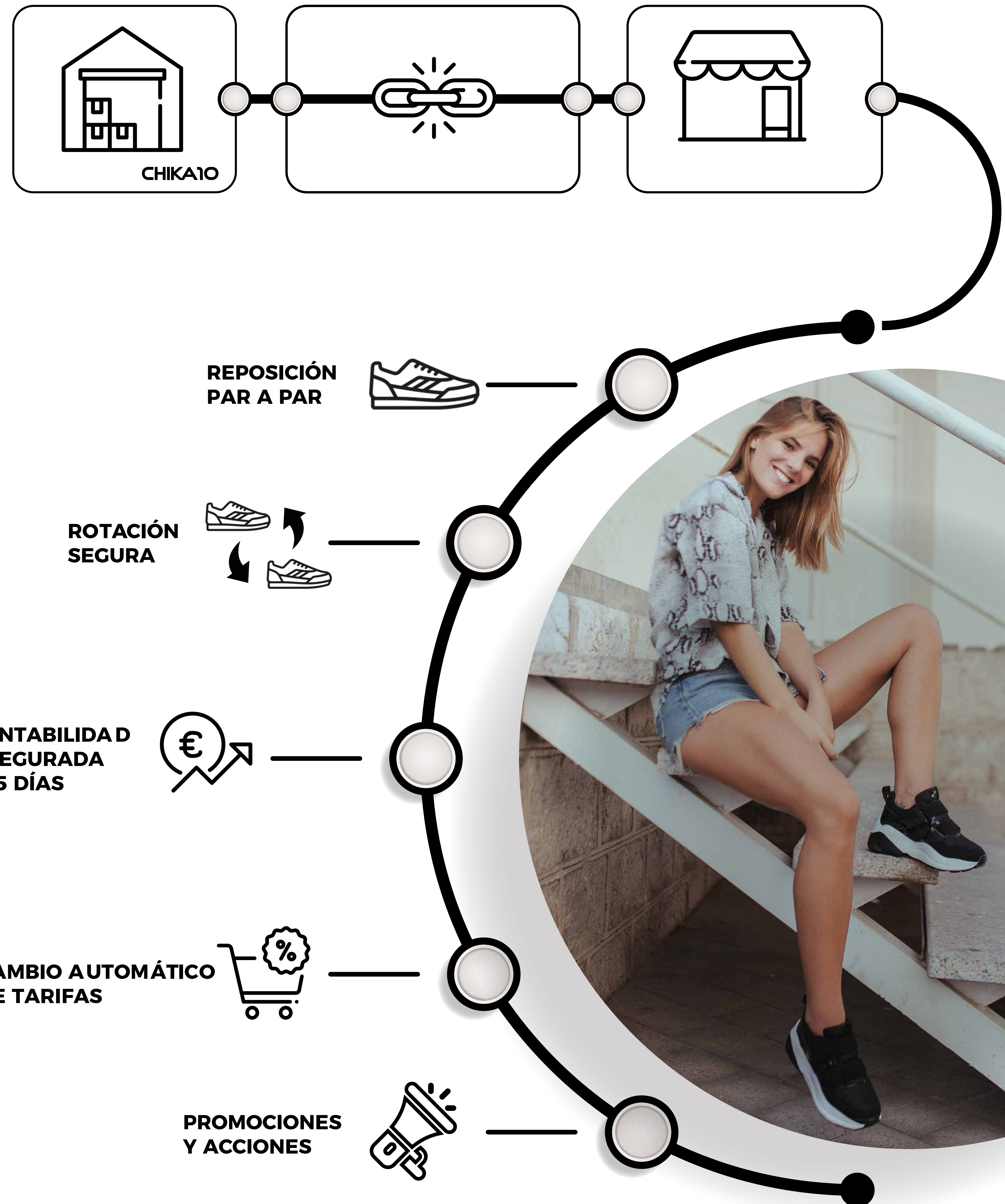
“BE PRESENT”

- Direct brand recognition like Chika10 and @ Chika10.footwear.
- Active presence in showrooms and social events.
- Product demand for media.
- Appearance in press, television and cinema.
- Quality publications in notorious profiles.
- Extended and rejuvenated card: 25-45 years as consumers of all lines (Chika10 Kids and Chk10 Man).
- Chika10 kids and CHK10 Man as supports and consolidated firms.
- Established B2B sales platform.
- Product placement in marketplaces.
- International presence in boom and growth.



Future, a present reality

Vanguard and Technology



Connect with the client

Change in the concept “traditional supplier” for another innovator that adds value to our customers. Collaborations, strengthening the relationship and offering the tools that can benefit your productivity, such as joining our logistics and replacement system, through IV MILLENIUM SYSTEM.

Plataform B2B,

ONE CLIC AWAY

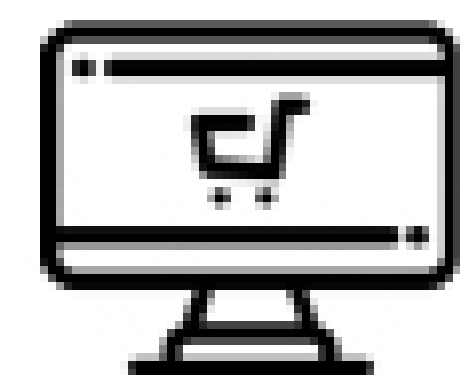
In 2018, Chika10 introduces the new B2B retail platform, supporting the sales team with a more effective and easy channel.

With this new system the sale process is more efficient. It is easier to search the products and it is active 24h, it also automatize the payments.

The ideal channel to place orders by an online platform designed for firms, allowing also the presence of different "Marketplaces", a near future that has become reality in Chika10.



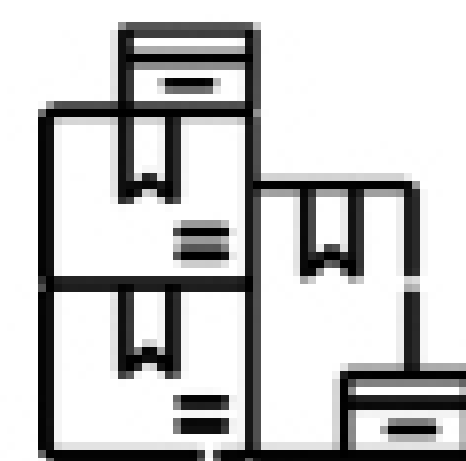
**SURTIDO LIBRE
PAR A PAR**



**COMPRA
SIN COLAS**

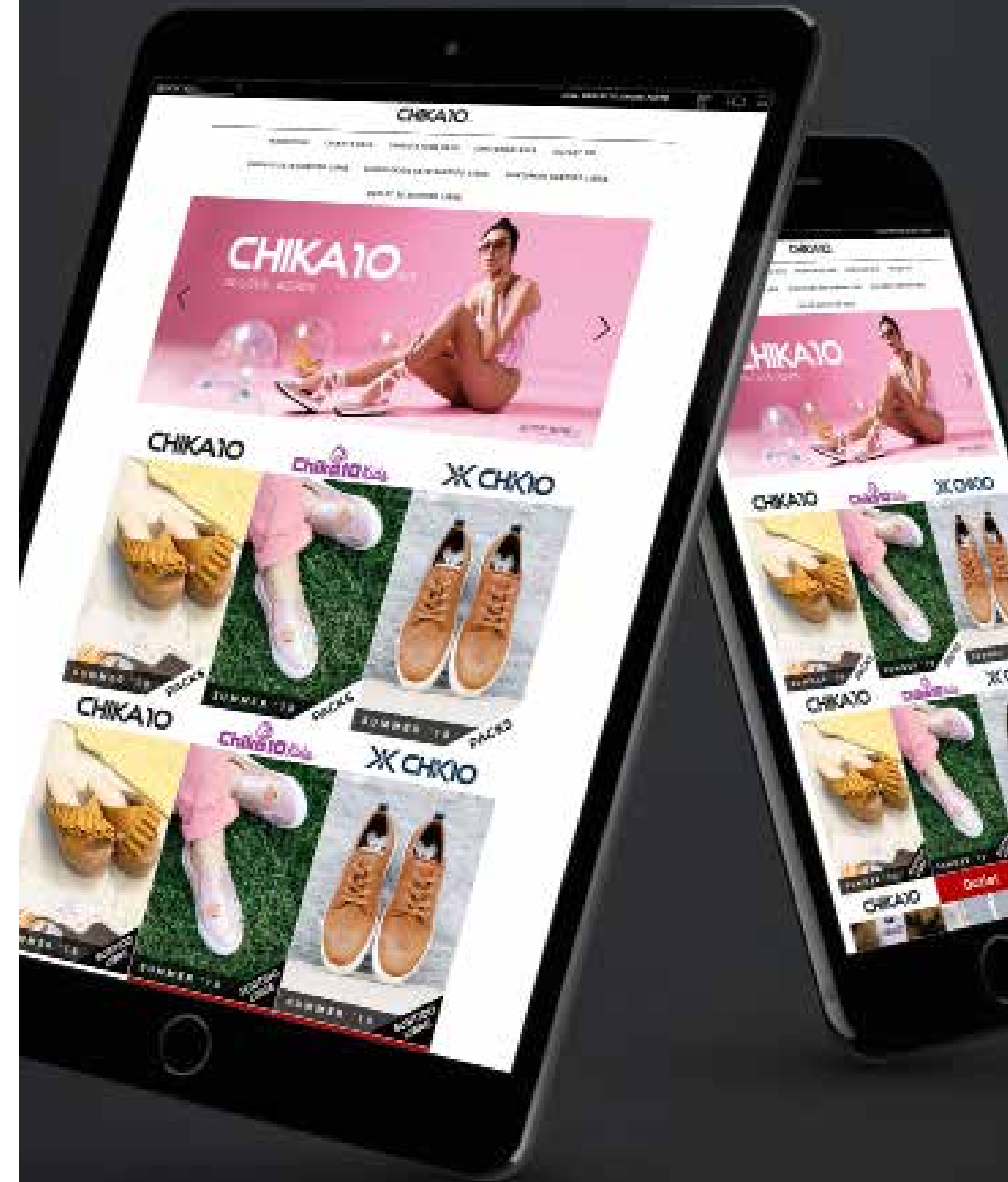


**DISPONIBLE
24H**



**STOCK A
TIEMPO REAL**

¡Y MUCHAS MÁS!





THE COLLECTION

“THE ULTIMATE” CHIKA10



New FOCUS

Following our Target, we have modified the vision of the collection towards more commercial, sweeter design lines, not forgetting the trends that prevail at the moment, but bringing them closer to the day of our CHIKA10, seeking to increase sales and expand the spectrum of our final consumer.

**“We arrived at an urban woman,
strong, cosmopolitan, ...**

**A day of trends and Social Networks,
Know your style and enjoy your image
personal. A Chika10 that invests in fashion
and does not give up comfort for being up to date
with her”.**

Valued Added

“HELLO COMFORT”

Looking to provide a product that could be unmarked from the competition, we introduce in our sample, lines with foam insole, thermoformed and removable.

Who said comfort was only for classic footwear?

We are committed to increasingly include this type of workforce and provide the product with differentiating values from the competition.





We grow together!



CHIKA10

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"In Love. Again"