



# FORTUNA SHOES



**OWNERSHIP/ATTENDING:**  
Hendrawan Chandra (Owner),  
Ruddi Suparman (GM), David  
Widjaja (Marketing)

**YEAR ESTABLISHED:**  
1988

**CERTIFICATION:**  
SATRA Technology Certificate

**MAIN PRODUCT CATEGORY:**  
Germany, Japan, Korea,  
other EU

**INITIAL MINIMUM ORDER:**  
200 pr.

**MINIMUM PRODUCTION  
REQUIREMENT:**  
20 pr. color/style

**Local contact:**  
Trade Facilitation Office  
Canada, Phil Zwibel  
1-416-828-0877  
At MAGIC: 215-459-5084  
[phil.zwibel@tfoCanada.ca](mailto:phil.zwibel@tfoCanada.ca)

*This is a classic hand-made Goodyear welt shoemaker. Hand sewing is almost a lost art, but this factory does it, and does it well. World class construction, leathers and finishing.*

## Attending Footwear Sourcing at Magic for the second time

**ADDRESS:**  
Jl. Soekarno Hatta No. 495, Bandung 40265,  
Indonesia.

**WEBSITE:**  
[www.cv-fortuna.com](http://www.cv-fortuna.com)

**BOOTH NUMBER:**  
92210—Indonesian Pavilion

**LOOKING FOR:**  
Agents or better grade men's specialty  
and shoe stores.

**COMPANY CONTACT:**  
62-22-7312050  
[marketing@cv-fortuna.com](mailto:marketing@cv-fortuna.com)

When your father is a handmade shoe maker, there is an almost natural path to take in life. And so, Dede Chandra was born to be a shoemaker. His decision to start a handmade shoe factory almost 30 years ago came naturally. How many factory owners know how to perform every single step in their own manufacturing operation? Not many. But Dede knows shoes. His passion for Goodyear welted and Blake construction shoes is tangible. In the same way that his shoe factory and raw materials are world class, so are his customers. You can find Fortuna Shoes in the best stores in northern Europe as well as Japan.

Enter Ruddi Suparman, a brother-in-law who studied architecture. Traditional Fortuna now counts on a forward-thinking General Manager who is tuned into trends, design, and the global village we live in. Classic shoemaking techniques are now being engineered with modern design and the modern man in mind.

Attention to detail is a science; shoe making is an art. When you are making men's classic shoes using very traditional manufacturing methods to appeal to 21st-century businessman with a sense of personal style, these naturally opposing goals blend together.

The quality and talent of those who hand sew their product is extraordinary. Fortuna's shoes stand beside the best in the world, as they do in many of their current retailer's windows and shelves. And quite successfully so, as their retailer's loyalty is demonstrated by their ongoing business, season after season.

Fortuna is looking to satisfy those 21st-century businessmen with a sense of style in North America with the assistance of Trade Facilitation Office Canada, by showing at MAGIC Footwear Sourcing.

