

Company: Maine St.

Booth Number: 92207—Indonesian Pavilion

Maine St.



MAINE ST.

OWNERSHIP/ATTENDING:

Randy Iwan (CEO),
Lisa Yumi (Director)

PRODUCTION CAPACITY:

500 pr. per day

YEAR ESTABLISHED:

2012

**CURRENT INTERNATIONAL BUYERS/
EXPORT DESTINATIONS:**

Australia, Singapore, Japan

MAIN PRODUCT CATEGORY:

Men's dress and casual shoes

**MINIMUM PRODUCTION
REQUIREMENT:**

100 pr. style/color

SPECIALIZATION:

Blake, Cement, Side Stitch,
Stitch-down, Sachetto
(Bologna), California, Strobel,
Tuffato

Local contact:

Trade Facilitation Office
Canada, Phil Zwibel
1-416-828-0877
At MAGIC: 215-459-5084
phil.zwibel@tfoCanada.ca

This is an Italian shoe factory, with an Italian GM, making almost every hard to find and hard to make construction for men's shoes. Made for small run, exclusive retailers and brands.

Attending Footwear Sourcing at Magic for the second time

ADDRESS:

Kp. Bitung Pesantren RT.01 RW.05, Desa Bitung
Sari Kec.Ciawi Kab.Bogor16720, Indonesia

WEBSITE:

www.ftalefootwear.com

BOOTH NUMBER:

92207—Indonesian Pavilion

LOOKING FOR:

Agents or distributors or retailers. This factory makes exclusive items for exclusive buyers.

COMPANY CONTACT:

62-51-8240489
admin@mainestfootwear.com
lisa@mainestfootwear.com

When Lisa and Randy met, they realized they shared a passion, or some might say an obsession: finding, buying, and wearing great shoes. They also shared a disappointment in what was being offered and sold in the local Indonesian market. Not enough "style," not "on trend," and a sameness that was universal in a country with 255 million consumers. So, they started their search for "who made the best shoes in the world" and "what country was the founder of footwear production." They arrived at what most acknowledge as the root of all things good and unique in footwear: Italy. They also realized that the most under-served market segment was men.

With these discoveries in mind, Lisa and Randy hired an Italian General Manager and gave him free rein to set up an Italian shoe factory in Bogor, Indonesia. He proceeded to train staff in all the traditions and practices that make Italian shoes Italian. He also did something that most modern companies dream of: cross training staff to be able to perform in all operations. All of Maine St. leathers are imported from Italy. The flexibility of this factory is amazing. Do they hand burnish? Yes. Do they hand weave? Yes. Do they make California construction sneakers? Yes. They make Blake construction

in the morning and Sachetto in the afternoon. Quite often, given the specialization they own in Indonesia, they manage 3 or 4 different shoe construction processes at the same time.

So Lisa and Randy have achieved their dream: they are offering style not seen elsewhere in their country. Main St. produces unique and trendy men's shoes. Their traditional and hard-to-find constructions have the added benefit of not only looking good, but feeling good. According to Lisa, "when you are doing what you love, it's not work."

After establishing initial contacts and sales in their own region, including Singapore, Australia and Japan, Main St. is now expanding to North American markets through the support of the Trade Facilitation Office Canada.