

SOPHIA
WEBSTER
MINI

BRAND INFORMATION



BRAND FACTS

- Sophia Webster is a British Designer Footwear & Accessories brand founded in 2012
- Sophia has created a globally recognised aesthetic and unique handwriting. Her designs are known for being feminine, unique and imaginative
- Brand positioning is designer
- Products are hand finished with a high level of craftsmanship



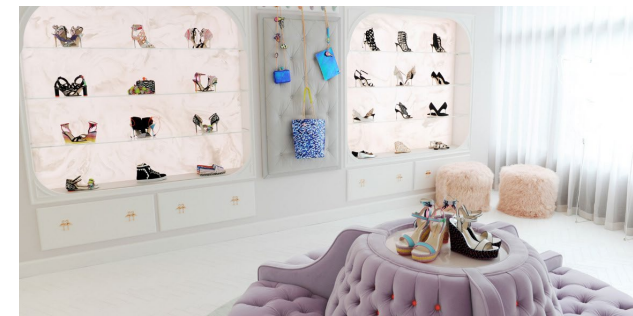
ABOUT SOPHIA

- British designer based in London
- Studied at Cordwainers and Royal College of Art
- Following her studies, Sophia worked as a design assistant to footwear designer, Nicholas Kirkwood
- In 2012, she started her own brand and launched her debut collection for Spring Summer '13. The collection was an instant success, both with retailers and press
- As part of her debut collection, Sophia explored the idea of launching a children's collection by personally handmaking 4 leather sandals. Following the success, she launched a full collection for AW14.



RETAIL

- Stocked in top tier department stores and boutiques in countries around the world such as Lane Crawford, Neiman Marcus, MyTheresa and Level Shoes
- Our first stand alone Sophia Webster retail store opened in London in May 2016, followed by a second store on Sloane Street in 2018.



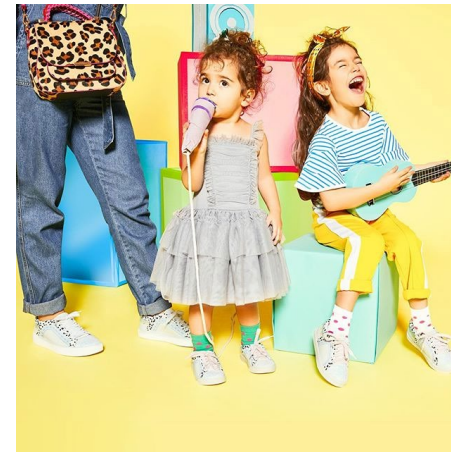
PRODUCTS

- For children aged from 0 - 12 years' old (EUR 16-37)
- The collection is produced in Brazil
- Mini styles are designed to reflect the mainline collections with matching and complementary styles



MUMMY & MINI

- The collection includes Mini-me versions of our best-selling ladies' styles such as Chiara, Bibi and Sneakers



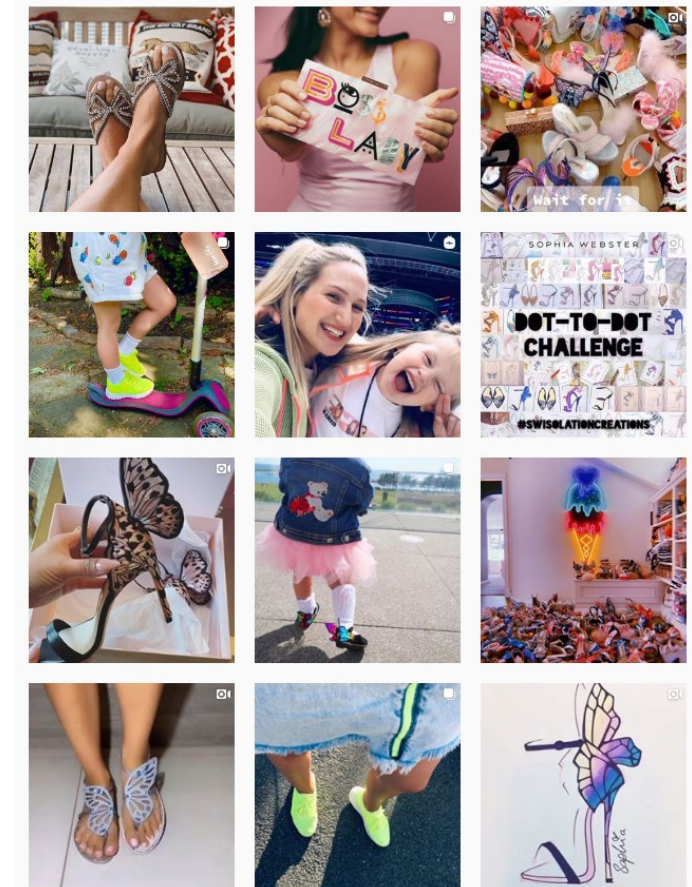
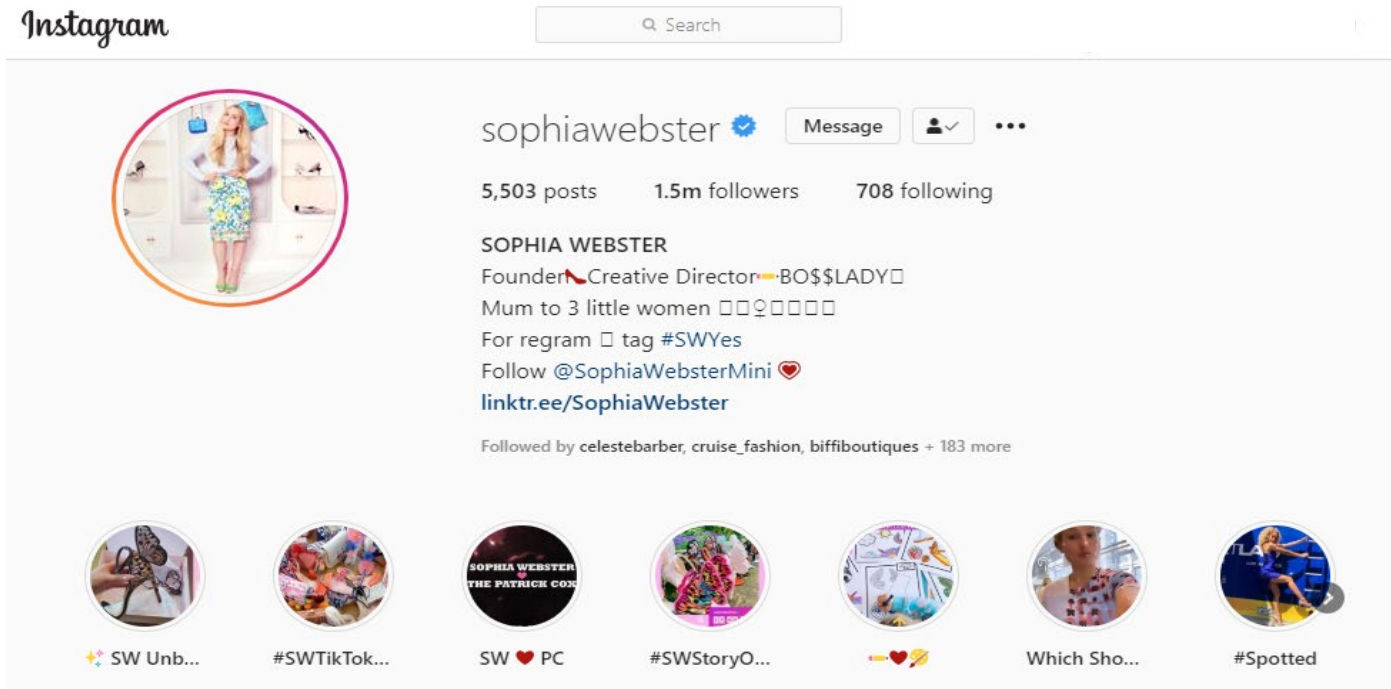
PR & SOCIAL COVERAGE

- Sophia Webster Mini is regularly featured in renowned publications and spotted on famous feet



DIGITAL

- SW has a strong digital and social media presence including Instagram, TikTok, Twitter, Facebook, and YouTube
- 1.5 million followers on Instagram



POP-UP'S

- We regularly collaborate with Mini stockists to create pop-up branded spaces



LEVEL SHOES, DUBAI



HARRODS, LONDON



S O P H I A W E B S T E R