

NEWS FLASH

Apex launches Studio Edition

Apex Footwear Limited is the leading manufacturer and exporter of leather footwear from Bangladesh and currently boasts the second largest shoe retail network in the country. Because of their critical acclaim both locally and internationally, Apex has been able to consistently bring its consumers the best footwear in fashion.

Apex is set to redefine men's footwear with their newly developed shoe line that they have aptly named "Studio Edition." Their product development team has taken cues from the international area and come up with many new designs some of which are stylishly crafted, some with a little edge, while some have a ragged flavour. They have combined techniques like laser etching and cuts to provide shoes that are sleek and incredibly stylish. The Studio Edition does not stop there; they have introduced the next big trend in shoe-making "Ath-leisure". Blurring the lines between sports and everyday styles, the shoes were designed by combining athletic cues with formal styling to give us a more fashionable and fun, casual shoes that have an active



edge. The studio edition also includes sneakers that are crocodile textured leather uppers as well as hand varnished Chelsea boots and even Chukka boots that wear like loafers. Overall, the shoes are made as much for comfort as they are made for making a statement.

Apex is focusing on intricate details and use of technology to set its designs apart in the footwear market. Techniques such as hand polishing, laser etching, and use of interesting colour combinations, mix and

match of different types of leather and materials makes the shoes unique and worth looking at.

The fresh and exclusive shoe designs make their Studio Edition worth checking out. So do visit their many outlets to get your hands on some Studio Edition loot!

For more updates you can check out: www.facebook.com/apex4u

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Photo courtesy: Apex

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