



**ABOUT BATA**

Founded in 1894, Bata is the world's leading shoemaker by volume, designing stylish and comfortable footwear at surprisingly affordable prices. Bata is a family-owned business serving more than 1 million consumers a day in their 5,300 stores and locally-based in 23 Bata-owned manufacturing facilities across five continents. Bata operates in almost 100 countries around the world, and with 220 million pairs of shoes sold every year, and ranks among the largest global shoe brands.

everyday life. Bata continuously supports women's empowerment, as it is still one of the most important global topics.

**BATA YOUNG DESIGNERS CHALLENGE 2018**

This year, two entities participated in the challenge; UMPRUM (Academy of Arts Architecture & Design in Prague, Fashion and Footwear Design Studio), which participated in the inaugural edition in 2017 and POLITECNICO CALZATURIERO, and both of them featured six candidates each. This year's talent contest was organised in partnership with the high-end Italian shoe manufacturer Kalliste, and the iconic Czech crystal maker Preciosa. Jana Barbati Chadová, Head of Global Marketing at Bata, explains "Cooperation with universities is important, as it is crucial to identify and further support young talented designers, bring them on board and let them grow with Bata. It is with pride that Bata is announcing cooperation with the two institutes – Kalliste' and Preciosa. Moreover, contest winners will have the chance to produce a limited edition collection, which will be sold at select stores worldwide."

**BATA HERITAGE COLLECTION**

In 2014, to celebrate Bata's 120th anniversary, Charles Pignal, great-grandson of Thomas Bata, started to dig into the rich product history of the Bata Company, and launched the Bata Heritage collection to

showcase the heritage products from their vast archives of shoes that had a real impact in many different countries, starting with the Bata Tennis shoe, which had sold over 1 billion pairs since its inception in India in 1936. Other such timeless classics include

the Bata Bullet and Bata Safari, Bata X Wilson by John Wooden, Bata Hotshots, Bata Heritage X Star Wars. All these heritage products are a key part of the Bata experience and help tell a beautiful story of continuous innovation.

For Spring/Summer 2018, Bata Heritage showcases the iconic Star Wars characters and a capsule collection of Bata Bullets and Bata Tennis. "The retro feel of the original Star Wars by George Lucas was the starting point of the collaboration, as it echoes the legacy of Bata, a company started in 1894 that still produces its iconic styles today," says Charles Pignal.

Adding to Pignal's comments, Nasard added that the Heritage collection is an ongoing part of their global collection and this year they are also launching the Hot Spots special collection from Kurt Cobain.

Shoes are the centre of everything Bata does and keeping in sync with the ever changing world Bata rejects the notion that comfort and style are mutually exclusive, and that is why technology enabled innovations behind comfort is the foundation of their product strategy.

**By RBR**  
**Photo courtesy: Bata**

