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## **Corporate Company Website**

In

### **Wootten**



## **BACHELOR OF TECHNOLOGY**

In

## **COMPUTER SCIENCE AND ENGINEERING**

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## **Introduction:-**

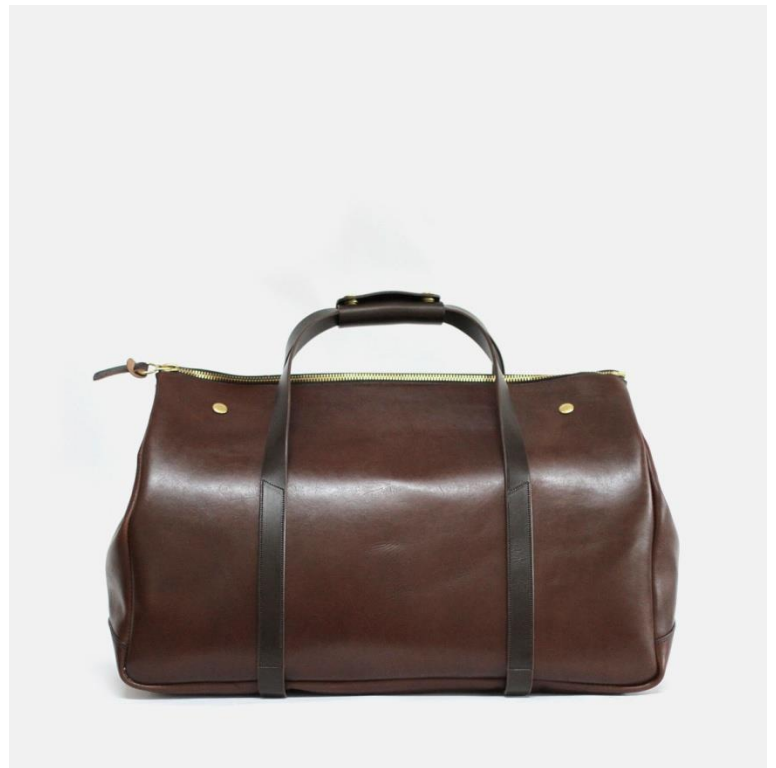
Wootten's current team possesses more than 40 years of combined experience. Jess was joined by his wife, Krystina, in 2015. Krystina brought with her plenty of winemaking and tasting experience, which we've yet to successfully combine with the leather side of things. She has learned the ropes of the business quickly and is involved in footwear and accessory production as well as looking after all our customers on phone, email and in the shop.

As a team we continue the Custom Fit tradition, making bespoke footwear and orthopaedic shoes. But today we also concentrate heavily on fashion, and produce shoes that say as much about a person's individual style as they do about their interests and podiatric needs.

In 2018 we relocated our workshop to Ballarat. This, along with our Melbourne shop, is where the production happens for all our leather goods and footwear. The retail shop in Richmond, Melbourne, showcases our ever-expanding collection of footwear and leather goods.

## **Services offered:-**

There are two main ways you can order footwear through Wootten. Lots of people like to come into the shop and have a look around or take a squiz at our website range and choose a model that suits them. Once you've found a shoe you think suits you down to the ground, the individualisation starts. We call this our Standard or Made-To-Order service.



If you can't find a shoe that's quite the right fit, or you've got an idea of your own that you want to turn into a glorious cordwained reality, our Custom Fit/Bespoke service might be for you.

What do we mean by Custom Fit?

This footwear is made using our standard designs and then making adjustments to tailor the fit to your foot requirements and measurements.

What do we mean by Bespoke?

Bespoke is a concept that lies at the heart of slow fashion; it's the diametric opposite of mass production. If you go to the dictionary you'll find that it simply means "specially made" and "arranged in advance". We think it's a bit more interesting than that. In fact, we think it involves a touch of magic — and that's even before the cordwainers get crafting. As soon as you step into the shop with bespoke shoes on your mind, a metamorphosis takes place: you transform from humble customer into creative customiser. (One guy reckons he even heard a harp sound when he crossed the threshold, but he'd had a couple.)

Of course, you'll have the expert guidance and advice of head cordwainer, Jess, and oxblood-colour aficionado, Krys, at your disposal every step of the way, but when you choose the Wootten bespoke service, you choose to play a crucial role in the creation of your own perfect piece of footwear.

Considerations:

By appointment only.

As a requirement, all clientele need to meet with Jess to be measured at the Ballarat Workshop for their one-on-one consultation with the cordwainer as well as for their follow up fitting(s) many months later. Bespoke shoes are on average between \$1000- \$1600 for your first pair. Bespoke ankle boots can be more depending on the height and style. Knee high boots typically fall between \$1800-2200, but will vary depending on leather chosen, construction detail and complexity of fit, which may push this higher. Orthopaedic footwear needs can push these price ranges higher for custom orthotics, build ups, etc.

Timeframes for bespoke footwear are currently 6-12 months from receiving the deposit but will vary with the level of work that comes in and how busy we get.

## **Process & products :-**

### **1-CONSULTATION**

Our bespoke service doesn't start with measurements and machinery. Before all that comes something even more important: an idea and a little bit of imagination.

Come to us with an idea of what you want your bespoke shoe to look like and we'll guide you through the ins and outs of what will work for you and how we can turn your concept into a one-of-a-kind instant smile-inducer. That'll all happen at the stage we call the consultation.

In short, it's the bit where we ensure all of your needs and ideas are fully realised.

Apart from a good old fashioned gasbag about what you're looking for, the consultation includes:

- Measurements
- Selecting leather/materials
- Discussing design of the upper (the bit everybody sees)
- Considering practical requirements
- Determining the construction method

Note: Consultations for bespoke footwear take place at our Ballarat workshop.

## **2-PAIRING/FORMING THE LAST**

After the initial consultation we get down to business.

A last is the foot-shaped thingamajig (often made from wood, metal or plastic) that you'll see everywhere the minute you step into the workshop. It's kind of like a mould, only the other way round — rather than a craftsman pouring material into a last, they design a shoe around it.

We either produce custom lasts from scratch using casts or measurements, or we modify existing lasts from our extensive library. In some orthopaedic cases we'll manufacture the shoes directly onto the cast of your foot to ensure the perfect fit.

## **3-CUSTOM PATTERNS**

Fundamentally, shoemaking is the same as any design process: it doesn't work unless you take into account form and function.

Each pair of our custom shoes requires the time and attention of our cordwainer to produce a custom pattern to fit the form of your foot and to accommodate the function you're seeking.

We take into consideration heaps of different factors when designing a pattern for you: your gait, your foot shape, your support requirements, the style you're after, donning and doffing (putting them on and taking them off), the materials we've decided on, the overall construction technique, and many more.

#### **4-UPPERS**

When considering what you want your shoe to be made from, you don't need to limit yourself to cow's leather. We create footwear uppers from:

- Bovine
- Baby Calf
- Yearling
- Kangaroo
- Crocodile
- Snake
- Barramundi
- Kid

You can choose from:

- Full grain
- Aniline
- Embossed
- Foiled
- Italian, French, English, American, Australian, German and New Zealand to name a few

#### **5-LASTING THE UPPER**

The leather insoles are trimmed to the feather edge of the last to seamlessly blend the upper to the sole of the shoe. The uppers are then hand-drafted and then stretched to take the form of the last. A firm leather heel counter and toe-puff are inserted to reinforce the upper, giving them greater structural integrity and support.

## **6-FIT TEST**

The next bit is pretty important. We check to make sure the last and the pattern fit perfectly. This is our last chance to make minor adjustments and get your thumbs up on the fit and the style before we finalise the last of the manufacturing steps. This involves doing things with obscure names like:

Blake stitch – blake rapid stitch – cemented – leather stacked heels – topy and vibram rubbers – cork filled void. Leather insole. Hand stitched wele.

## **7-SOLING & FINISHING**

Next step is to apply a stacked leather heel, which is trimmed and buffed. We never compromise on quality and use full leather heel blocks. You'll find no 'leatherboard' or plastic in our leather soled shoes. They are attached using buttress nails ensuring they will stay there as long as you want them to.

The shoes are then hand finished using a variety of polishes, dyes and techniques depending on the desired effect.

## **8-FINAL FITTING**

The final fitting takes place with the sole now attached to the shoe. We get you to walk in the shoe to test the fit under dynamic wear. If there are minor adjustments that need to be made to ensure the perfect fit we will do them during this consultation. The final step is for you to take your shoes and enjoy wearing them for many years to come.

## **9-ONGOING CARE**

At Wootten we don't just make shoes; we maintain them as well.

All our footwear is made to last for a very long time with the right care and maintenance on your part as well, but those annoying laws of physics mean there's no such thing as a shoe that stays intact forever. That's why when you step out the door with your brand new pair of shoes, we're not thinking "Goodbye forever" – we're hoping this is (only) the beginning of a beautiful friendship (even if the next time we see you is in ten years).

## **Solutions:-**

### **1-Ross Wootten**

The idea of walking in a father's footsteps is as old as the art of making shoes itself. It's the idea on which Wootten is founded. Jess's dad, Ross Wootten, began making bespoke footwear in the early 1970s in South Australia under the tutelage of Bulgarian Master Craftsman and internationally renowned shoemaker, George Koleff.

His son, Jess Cameron-Wootten — now the head cordwainer at Wootten — remembers sitting in the corner of his father's tiny studio as a young boy and marvelling at the care his father took as he crafted shoes from scratch.

Ross was not just a brilliant cordwainer, but also the consummate people person; in many ways the quality of the relationships he built with his customers was just as important as the quality of his shoes.

Forty years on, Jess continues his father's tradition of fine shoes coupled with excellent service.

### **2-Custom Fit**

Not much more than thirty years ago, Australia's footwear manufacturing industry was thriving. Tariff cuts introduced during the 1980s radically changed the shoemaking landscape in Australia and brought an end to a proud era. Over the next couple of decades the industry began to die and mass produced, foreign-made shoes quickly started to dominate the Australian market.

A few Australian shoemakers continued on, though. One of those was Peter Cordwell, who had been making shoes for several years before the tariff changes came into force. The Melbourne company he was working for was forced to close but despite the obvious signs to the contrary,

Peter felt that there was still a demand for high-quality Australian made shoes. He founded Custom Fit Australia with Max Pizzey in 1991.



Peter and Max made shoes for golfers, footballers and nurses and began to develop a strong reputation, soon attracting customers who were household names: Garry Ablett Snr, Stephen Silvagni, Justin Madden and many Australian golf professionals. Some time later, Custom Fit also moved into orthopaedic shoes, again achieving a name in that range for quality and comfort.

### **3-Slow Changes**

Peter's intuitive sense that there was still a market for well-made Australian shoes in the post-tariff economy proved to be visionary thinking. Although many consumers were drawn to the allure of cheap footwear manufactured overseas, some remained loyal to the idea of true quality and craftsmanship.

Recently, this group of consumers has begun to expand rapidly. The 'Slow Movement', beginning in Italy as a one-man protest against a fast food giant in the mid 1980s, has become a cultural phenomenon encompassing food, but also design, travel and fashion. As people today latch on to the concepts that underpin Slow Fashion, genuinely high-quality clothing and footwear, locally made by hand, is becoming more and more sought-after.

This is where Jess Cameron-Wootten returns to the story. Eager to continue the legacy left by his father, Jess came to Custom Fit in 2008 with a background in design and leatherwork, and a keen sense that the wave of Slow Fashion was bringing with it a burgeoning desire for individual style (as well as practical comfort and dependable quality).

Peter, who had been contemplating retirement, was only too pleased to become a mentor to Jess with a view to ultimately handing the reins of the business over.

Custom Fit became Wootten in 2012, with Jess taking over as head cordwainer and principal photo model.

### **4-Today**

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