



JOHANN MÜLLER - HANS MÜLLER - TIM T. MÜLLER

SHOES & LEATHER MANUFACTURER SINCE 1928

THE STORY OF THREE GENERATIONS OF SHOE MAKERS

1928 – The Beginning

- AstorMueller is in the shoe industry since 1928 when the present Chairman Tim T. Müllers grandfather Johann Müller established the „Werkstatt Johann Müller for customized shoes“.



Johann Müller,
the grandfather
of Tim T. Müller

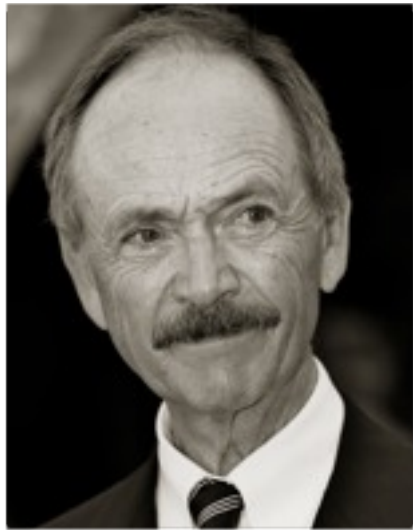
The "Werkstatt" where everything began



No machines,
shoes are all handmade!

1950s, 1960s, 1970s – Continue the tradition

- His father Hans Müller together with his wife Britta Müller continued the shoe maker tradition with the Astormüller Footwear Agency producing fine Italian and Portuguese shoe



Hans Müller



Britta Müller



*in the tradition of
handmade customized shoes*



80s – Towards new shores

- Tim T. Müller and his brother Oliver Müller also followed these footsteps and started 1984 their education in the growing family shoe business.

Oliver Müller
the technical engineer

Tim T. Müller
the creative strategic thinker
and businessman.



Three
generations
of
enthusiastic
shoe
makers!

Early 90s – Big business ahead

- 1990 Tim T. Müller becomes Chairman and 100% shareholder of the family business and started to realize a tremendous growth based on consequent alignment to consumers needs and future markets. The head office of the AM company is now located in Pirmasens - the former German capital of shoe manufacturers.

Shoe-Art in the town of Pirmasens



Chairman Tim T. Müller



especially business men like the perfect fitting shoes

Late 90s - The wind of change

- In the Nineties lasts are developed by renowned German-Italian last manufacturer and the production is based on traditional constructions using exclusively the best qualities of leathers. Tim T. Müller launches up to 8 collections every year anticipating the changing requirements of the retail industry. To be quite close to the Italian development center as well as to the German core market 1999 the AstorMueller AG was founded in Switzerland and the company moved to the Swiss town Hünenberg near Zurich.

*Moccasin Construction
Shoes in soft nappa lamb need with with Calf leather*

*Goodyear
Welted
Handstitched
men's shoe
in highest
grade materials
and workmanship*



*San Crispino
Construction
Sporty look,
Comfort in wear
like a classic
Men's shoe*

*Sacchetto Construction
Soft comfortable and breathable shoes in Nappa lamb*

2000 – Start into the new millenium

- In 2000 the bugatti licence was acquired. The first Shop-in-Shop systems are implemented with specialized shoe retailer. In this decade various comfort features and comfort themes as SOFT GEL and GENIAL INSOLE are developed to meet the customers needs of modern and and equally comfortable shoes. The strategy is focussed on the international brand license business. The first casual and sportive shoe collections are launched forseeing the upcoming megatrends denim and sports fashion. In 2009 the first womans collection was launched.



2013 – Positioned for the future

- Today the AstorMueller AG exclusively holds the license for bugatti shoes and DANIEL HECHTER shoes and stands for the exemplary symbiosis combining traditional craftsmanship, up to date fashion and state of the art technology for modern and perfect fitting shoes.
- German retailers have chosen bugatti shoes as the leading brand in the category „future perspectives“ and attributed highest appeal in the most important target groups.
- bugatti shoes are sold worldwide in 35 countries and became one of the most successful and leading shoe brands in Europe.

Welcome to
the World
of Fine Shoes

