



London, July 2018

CHURCH'S FACTORY

The historic factory in Northampton, England provides the backdrop to the new Church's Fall/Winter 2018 advertising campaign.

The brand opened the doors of its early twentieth-century building on St James Street, where Church's collections are still produced today, following the oldest handcrafted shoemaking traditions, captured by the photography duo Scandeborgs.

The two young talents, wander around the workshops of the factory, following the same stages of craftsmanship that each pair of Church's shoes undergoes before they arrive in the shop, from the leather cutting room to applying the final finishes and polishing. The machines seem to bring the shoes to life, and the images show how craftsmanship and tradition go hand-in-hand with cutting-edge, contemporary design.

The portraits showcase the brand's English identity and history that goes back over 140 years. Industrial scenes and details reflect the essence of the product and of traditional English shoemaking, in the places that give rise to the excellence of Church's footwear.

Church's - established in 1873 in Northampton (UK) - has ever since been a world leader in manufacturing and distributing men's and women's top-quality footwear. In 1999 it became a part of the PRADA Group, that now owns 100% of its capital.

Flavio Cerbone
Church's Press Office
Flavio.cerbone@church-footwear.com

www.church-footwear.com