

Top model presents the 3rd exclusive shoe collection of BIRKENSTOCK®

Three are all good things: this also applies to the newest collection of the label "BIRKENSTOCK styled by Heidi Klum" which is presented for the first time at the greatest international shoe fair, GDS, in Düsseldorf on September 15th, 2004. In approved cooperation between the tradition house BIRKENSTOCK® and the top model and design talent Heidi Klum a versatile new collection which connects elegance, trend, and the luxury arose. The collection contains four different models in two or three colours each. The toe footbridge model "Crystal" and the one strap model "Diamond" guarantee a literally shiny appearance, respectively in the colours gold and silver available. Both models consist of full grained leather and are decorated with Strass buckles and hearts. The whole point: the very flexible cork latex foot bed is also covered with an extremely thin leather layer into gold or silver. The the two strap model "Sapphire" which is available in the colour combinations silver/pink, blue/green and silver/gold safeguards a not less exclusive impression. "Sapphire" is adorned luxuriantly with Strass stones and rivets. Consists the bootee "Wild Life" to have olive green and brownly in the colours pink. The model "Wild Life" disposes a particularly plastic effect of animal applications on carefully sewn from robust Canvas and a typical Sneaker-run sole. For a particularly plastic effect the model "Wild Life" disposes about careful on sewn animal applications. The leisure shoe can be worn with an edge opened very or changed - the Heidi Klum-Logo is respectively inside and on the outside visible. All models dispose BIRKENSTOCK foot bed of the original which is based on the natural kick trace of a healthy foot in the sand.

Birkenstock is shoe of the year 2004The tradition mark Birkenstock received the Drapers Award 2004 in the category "best shoe mark of the year". The recognized Londoner mode magazine "Drapers Record" handed over the desired price on Tuesday evening in the renowned Grosvenour House in London.

Among the finalists the shoe marks Azor, Bronx, Fly London, Gabor, Irregular Choice and Rieker ranked beside Birkenstock. With the Drapers Awards each year the best ones from the mode retail trade of Great Britain and Ireland for their achievements are distinguished. Robert Lusk, CEO and owner of the central trade Ltd., London, selling partner of many years of the Birkenstock Orthopaedie GmbH & CO. Kg, Vettelschoss, and Fern Wharmby, Head of Retail from Central Trade, received the price. "We are proud that we received this honor on this outstanding meeting", explained Bernd Hillen, mark leader from Birkenstock. "In the past years the British market positively developed for us. The product Birkenstock is not only regarding its function accepted, but also as leisure sandale established", Bernd Hillen commentated. "The large popularity of our products on the British market makes us happy, and the honor shows, that a tradition mark has international success, because its `made in Germany`. Particularly in connect on with the strong competitors the Award honours us." Winner of the previous year was the sport shoe manufacturer Puma. Birkenstock sends out clear signal to brand pirates. Vettelschoss, 3 August 2005. This morning, 7368 pairs of shoes walked their last walk through a shredder in a part of London's Heathrow airport sealed off from the public. Last week Birkenstock Orthopädie GmbH & Co. KG was informed by London's customs agency of the delivery of a Chinese importer which was suspected to include imitation goods. The branded shoe manufacturer was able to identify the goods as obvious imitations of Birkenstock's basics, Arizona, Madrid and Ramses and ordered their immediate destruction on-site. Until today, the imitations had been stored at a secret location within the airport perimeter which was only accessible to staff from Birkenstock for means of identification. For security reasons, planned destruction of the goods took place at a location fully sealed off from the public. Once the shoes had been destroyed, Birkenstock announced another massive push against any form of brand piracy. Preparations are said to already be underway for legal action to be taken against the Chinese manufacturer and the importer. In addition to suing for the costs resulting from destruction, the branded company is also intending to obtain legal redress for this violation of its copyright. Customs bodies throughout Europe were informed of the case and asked to increase their vigilance. "We will take action against anyone manufacturer or importer no matter how large or small the volume of imitations involved," said company management afterwards.