

gösh®

Brand Brief

MARCAS

gösh®

GÖSH®
FOOTWEAR

gosh®
eco-friendly

**OH
MY
G♡SH**





Gösh® , Fashion & Quality

The design and development of Gösh® brand collections is inspired by the avant-garde concepts of countries with high influence in fashion.

For your high quality materials are used in its production, as well as manufacturing processes.

High level of demand in artisanal and automated lines, to obtain the optimal result for your sale in the market, which guarantees trust and great visual design, ad hoc for each season.

CEO History

Its founder, Luis Humberto Vela, comes from a family of tradition shoe store in the city of León Gto. Their beginnings in the world of footwear go back to the period in which he was studying his degree (4.5 years) in Monterrey, N.L., where sold footwear (Flexi, Marelli and Delmo) in the "PulgaRío" on weekends and among university students. He later worked for 5 years as commercial director of Botas Muro S.A. selling the "Muro" brand in the international markets and "Rio Grande Boots" in Mexico and USA.



History

Beginnings of the Company

In the year 2000 Luis Humberto decided become independent and found his own company. In May of the same year, He and Mr. Don Alfonso Sánchez López, founded Tecnologia en la Moda, S.A. de C.V., with the commercial brand "gösh"

Although small in size, experience and passion for fashion its founders, born with great vision and determination.

The first operations (for a few two months) were made in the house of The founder, later rented a 400 m² warehouse shared with another company, one year of operations rent the warehouse in its entirety, since the growth was imminent.

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2001, a new direction

Due to the great growth that was
Given the year of operations, both partners
They agree that Mr. Sánchez sells his
shareholding and new partners join
In order to provide more resources to the company.

This is how in 2001, 1 customer joined as
strategic partners (replacing the
Mr. Sánchez López) who to date
they make up the society.





¿ Who We Are ?

Who we are ?

We are a company specialized in design, development and marketing of footwear, we venture into the footwear industry fashion with highly competitive products and of high quality, to guarantee the profitability and optimal displacement of our collections within the sideboards and thus, close the commercial circle with the total satisfaction of the final consumer.



Business Propositions

We are open to the following Business Propostions, according to our Offer :

GOSH BRAND

- Select from our Collection with the Gösh Brand

PRIVATE LABELS

- Private Labels; we can work together your own collection
- Private Labels with your own designs and specs and dedicate a program volume per season with a reserved production capacity
- We can develop your collection not only in our factory, we can include other key partners with specialized type of shoes according to the needs of the project

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¿ What
Distinguish Our
Products ?



Our value proposition includes:

A different, quality, fashionable with a European fashion trend product for the youth, at a just price providing our customers excellent service.

Our footwear is fashionable that is on par of the trends of the main capitals from the fashion world: Tokyo, Amsterdam, London, Berlin, Barcelona, New York and Florence, at very commercial prices.



PRESENCIA

JAPAN

EEUU

We Export to...

CANADA

ISRAEL



We have participated in international shoe shows

- Las Vegas, USA (Magic show)
- Tokyo, Japón (ISF and Private ShowRooms)
- León, México (SAPICA)



i We like Gösh !

Target Sector
ByB+

Target Market

The products marketed by Gösh are directed mainly to the market youth, between 17 and 35 years of age, which requires an image singular and original without sacrificing comfort and durability, at a Reasonable and Competitive prices.

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NUEVA
TEMPORADA

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PRIMA
VERANO
2021

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Our innovative lines of the season have taken us to nourish an increasingly extensive and more precise catalog in the taste of our final client.

Our Main Customers



Air Marketing - Japan







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GÖSH





**GÖSH
FOOTWARE**

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GÖSH[®]
FOOTWEAR

Creativity, color, style and avant-garde, are some of the characteristics that we can find in the lines exclusive to Gösh Footware.

GÖSH
FOOTWARE

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ECO-FRIENDLY

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RECENTLY LAUNCHED


gosh.
eco-friendly

ECO-FRIENDLY

gosh.



 renovare®

Recientemente fusionamos talentos con Renovare, en donde creamos estilos novedosos con elementos eco-sustentables, dando como resultado una línea de Calzado con atributos comerciales y a la vez ecológicos.

 | 

ECOFRIENDLY

Main features of our Ecological collection of footwear



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eco-friendly

Demos una mano a nuestro planeta

Con tu compra ayudas a que limpiemos varios lagos del lino acuático, protegiendo así su flora y fauna.

1

Corte con PET reciclado

Utilizamos malla de PET reciclado como textil en ciertas aplicaciones que robustecen y complementan el diseño del calzado.

2

Ecopiel / Piel reciclada

Usamos piel recuperada o sobrantes de diversas industrias, promoviendo así el reciclaje de estos desperdicios que se convertirían en contaminantes.

3

Suela elaborada con lino acuático

Utilizamos el lino acuático para la fabricación de este elemento, para reducir considerablemente la utilización de químicos causantes de CO2.

4

Plantilla transpirable de ultra confort

Utilizamos el lino acuático para la fabricación de este elemento, para reducir considerablemente la utilización de químicos causantes de CO2.

ECO-FRIENDLY



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UPPER with Recycled PET

Sole made with Water Lily

Eco Leather / Recycled Leather

Ultra confort breathable insoles



Know more about Renovare



SitiowebRenovare



VideoinstitucionalRenovare



EntrevistaconelGobernadordeGuanacaste



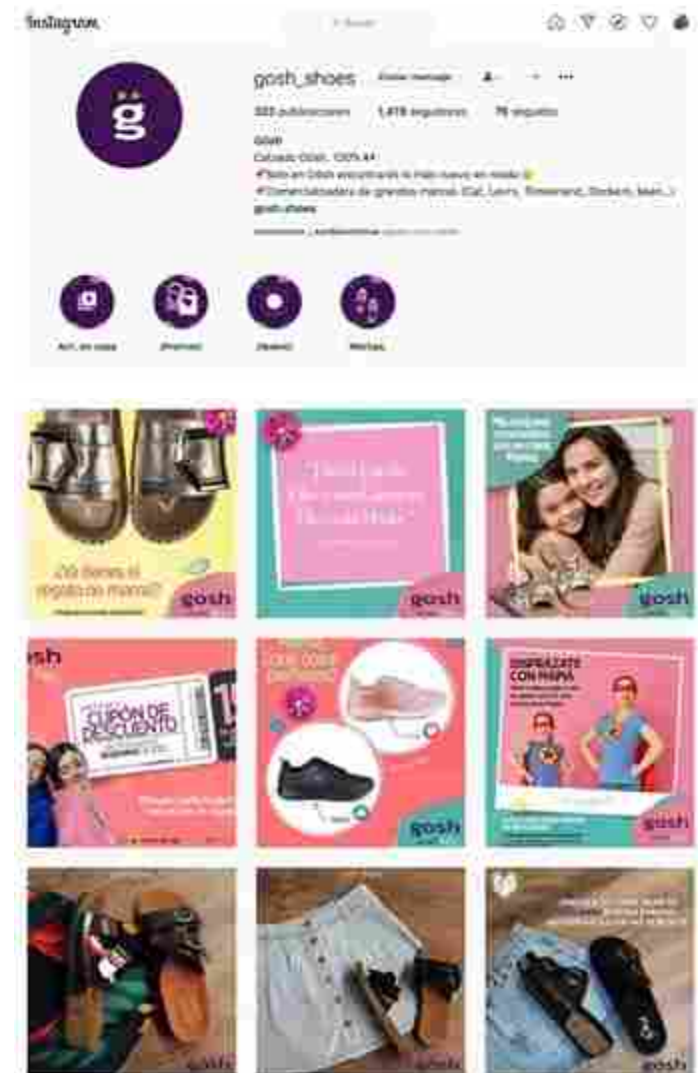
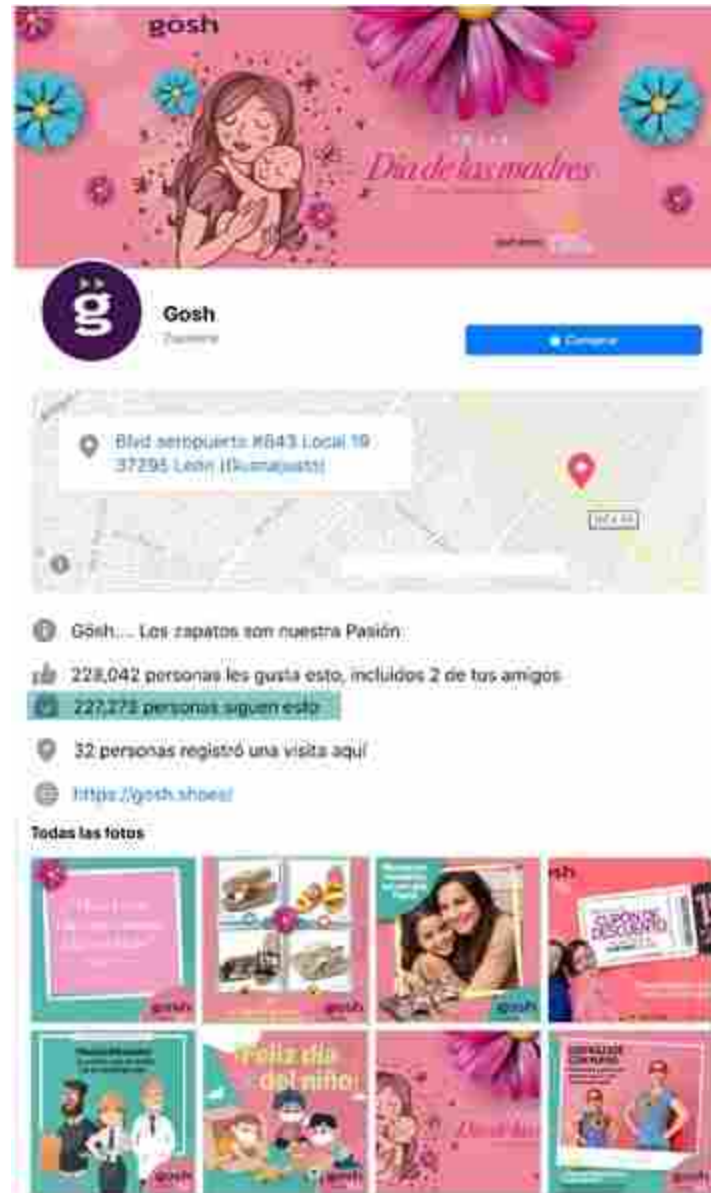
Our presence in Social Media



SOCIAL MEDIA



With more than 222 thousand followers we are present in social media where we launch our new campaigns, promotions and altruism campaigns



Código promocional: GraciasMamá
Válido hasta el 10 de mayo de 2020

Modelo LS-9671A20 (new)

¡AUN ESTÁS A TIEMPO!

Haz válido tu descuento

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A person's feet wearing blue sneakers with white laces and a white sole. The background is a blurred outdoor setting with green grass and a path.

¿Ya tienes el regalo de mamá?

Código promocional: GraciasMamá
Válido hasta el 10 de mayo de 2020

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A pair of silver, metallic-looking shoes with large buckles. A pink flower is placed next to the shoes. The background is a solid yellow color.

¿Cuáles te gustan para regalar a mamá?

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A grid of four shoe options in separate frames. Top-left: brown wedge sandals with a buckle. Top-right: colorful sandals with yellow, pink, and orange straps. Bottom-left: brown leather shoes with buckles. Bottom-right: silver wedge sandals. Each frame has a small icon below it: a thumbs up, a heart, a laughing face, and a surprised face.

Mamá, ¿qué color prefieres?

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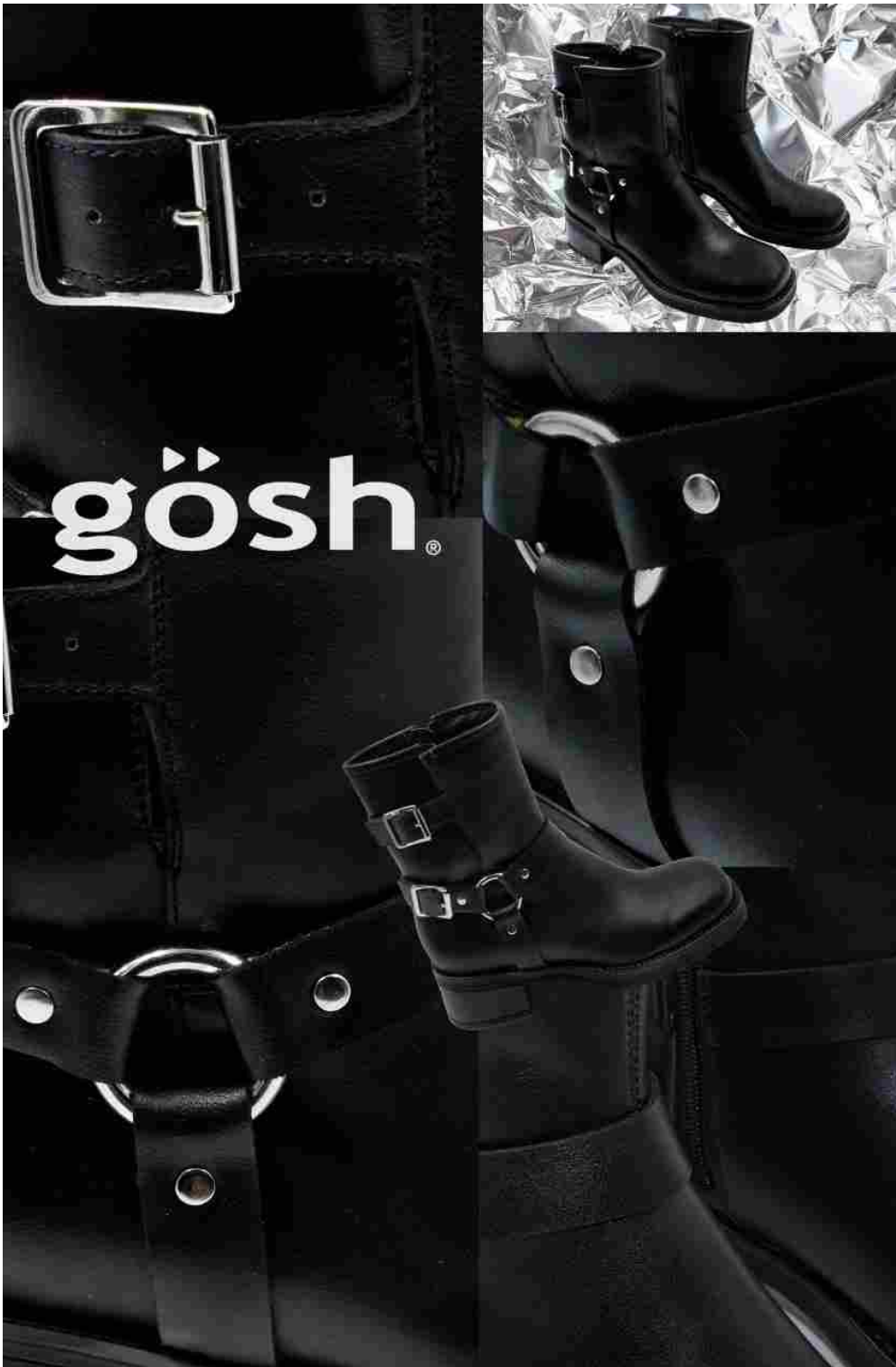
Two circular frames showing shoe options. The top frame shows a brown sneaker with a line pointing to it labeled 'Rosa' and a heart icon. The bottom frame shows a black sneaker with a line pointing to it labeled 'Negro' and a thumbs up icon. There are also pink and blue flower icons scattered around the text.

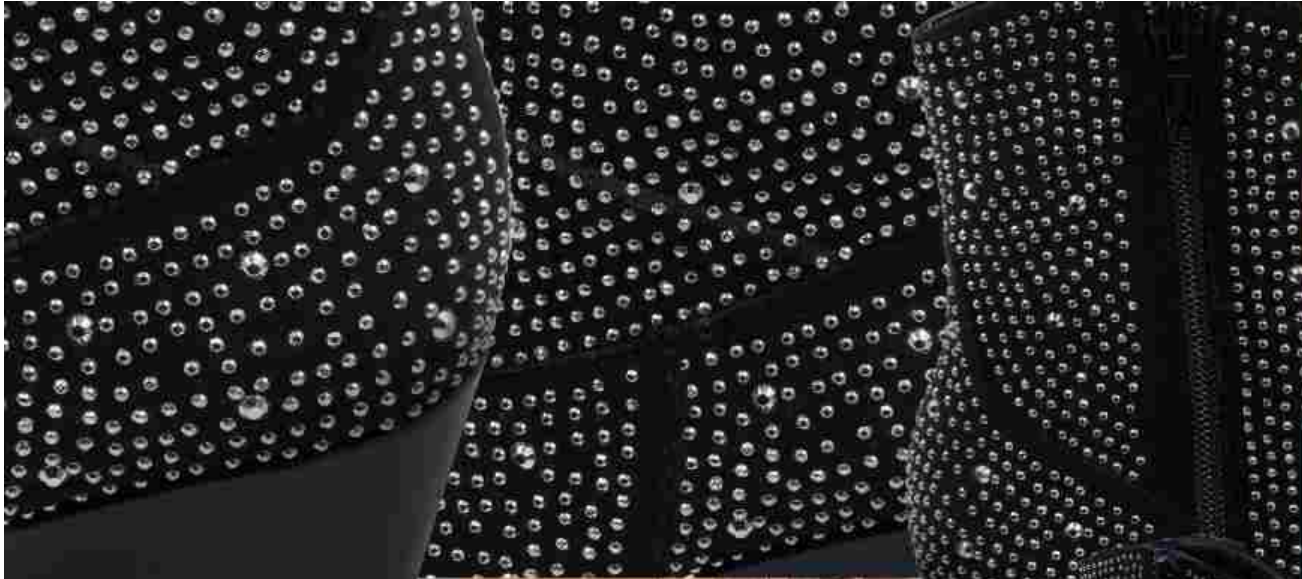
Our Shops....



Previous Publicity Campaigns







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**NOT EASY
BEING CUTE**



#INFASHIONWETRUST



#OHMYGÖSH

SPRING-SUMMER
COLLECTION
2015

gösh.com.mx | f t

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Shoes 4 your Alternative Life



www.facebook.com/gosh

@twitter.com

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La BELLEZA está en tu CABEZA ...
La MODA en tus PIES.

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COTACT US

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