

**Coqueta
y
audaz**®

OUR HISTORY



**Coqueta
y audaz**



ABOUT OUR FAMILY

We are part of an industrial group that has companies focused on the footwear and leather industry, such as leather tanneries, Footwear and shoe sole factories, shoe retail stores, etc.

Grupo Coqueta opened business with the **Calzado Coqueta factory back in 1965**. We manufacture children's footwear and since its opening the main objective has been to design, manufacture and sell quality footwear that meets, through the perfect fit, the healthy development of children from ages 0 to 12 years old.

Nowadays we can proudly announce that **Grupo Coqueta** employs more than 1,100 people, and have been through the years, the most important footwear manufacturer for children in the Mexican market.



KODIAK[®]

LEATHER INNOVATION

Specialized tannery in re-tanning and finishing, member of the Leather Working Group, with more than **30 years in the shoe industry.**

With clients in more than **30 countries around the world.**

Inspired by our purpose “Always innovate” working the footwear industry, leather goods, automotive and aeronautical industries.



COMPANY STRUCTURE

GRUPO COQUETA

Factory and footwear store for kids

**soqueta
& andaz**

Tannery

KODIAK
LEATHER INNOVATION

Shoe soles factory

CUALI

Management and Administration

CP
CasPad & Asoc. S. C.
SERVICIOS PROFESIONALES

OUR BRANDS

We manufacture and sell approximately **2 million** pairs of shoes per year with our 2 brands

andaz[®] Boys shoe Brand

soqueta[®] Girls shoe Brand



OUR DISTRIBUTION CHANNELS



41 Coqueta y Audaz shoe stores across the country



e-Commerce and Marketplaces



mercado libre

amazon

Liverpool

Coppel



Shoe Catalog



Department stores

Liverpool

Coppel

SEARS



Wholesale Footwear Distributors

More than 3,000 footwear distributors in all of México.

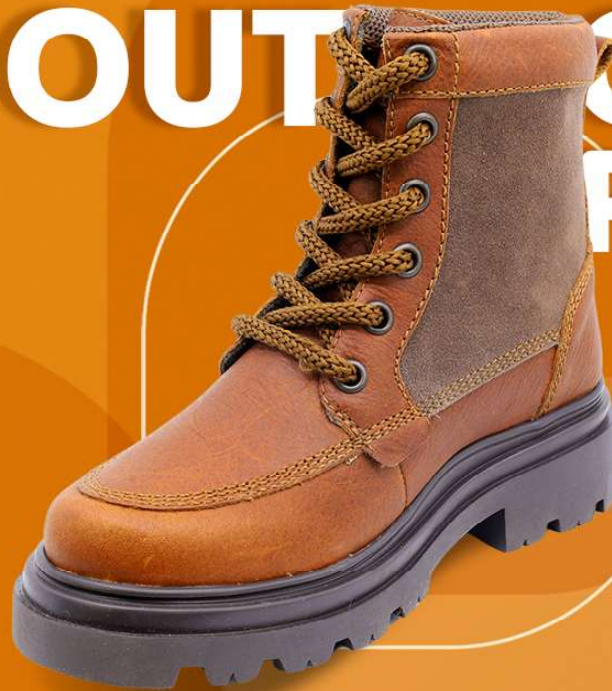


International market.

USA

Guatemala

ABOUT OUR PRODUCTS



Using the highest quality materials to manufacture our products, premium leather gives our shoes not only durability, but high quality.



The technology used for our insoles helps thermally and mechanically, distributing the pressure of the foot in different points keeping the foot sweat free and extremely comfortable.



Our anti-slippery sole provides enough grip on both dry and wet surfaces ensuring security for kids on daily circumstances and activities.



Reinforced toecap, protecting the shoe from scratches and providing more durability without reducing flexibility.



Our shoes are made with breathable material technology to ensure freshness avoiding bad odors.



The shoe arch provides support and stability for proper foot arch development.

MANUFACTURE INNOVATION PROCESS

Cemented
**SHOE
CONSTRUCTION**

Direct attached
**P.U.
CONSTRUCTION**

**AUTOMATED
STITCHING
MACHINES ORISOL**



**ACCESSORIES
AND CHARMS**
lasser cutting for shoe
ornament

3D
Desing &
Development

Market studies made by CICEG, the top authority in the shoe industry, places us in costumer's top of mind as the most important children's shoe brand in the country.



**Cámara
del Calzado**
Guanajuato

We take our foundation very serious, that is why we have created series of marketing strategies to connect with mother and children niches that include:

- A mother's digital community where we support them and take them throughout the hard tasks of motherhood offering advice by different professionals solving their doubts and worries with our podcasts on Spotify, Youtube, Tik Tok and social events.
- The connection with children through **The Adventures of Coqueta y Audaz**, a storytelling with our very own cartoon characters developed for digital platforms such as Youtube and Spotify, also to enrich children's minds we offer comics so they can learn important core values, morals and ethics.



Hello!
Mom!
by Coqueta y Audaz



**THE LARGEST
RETAIL SHOE CHAIN
FOR CHILDREN
IN MEXICO**



Today we take it further

We are dedicated to transform fashion in a complete lifestyle, not only with the manufacturing and commercialization of footwear but adding a new category: **clothing, so kids can have a complete and total look made by [soqueta](#) & [andaz](#)**



OUR STORES

Responding to an increasingly demanding and complex market, we have worked to strengthen our brand, both at the manufacturer and retail level. **Coqueta y Audaz** shoe stores is a concept focused on a target market of medium and medium-high socioeconomic level, serving customers through two sales channels: Retailing and Catalog.

Our retail spots have a wide assortment of leather footwear from our Coqueta and Audaz brand, as well as a variety of international footwear, clothing, and apparel brands.

Comercializadora Coqueta currently has a chain of 41 of its own shoe stores called "**Coqueta y Audaz**", located in the best shopping centers in 5 of the biggest cities of de country: such as Mexico City, Guadalajara, Monterrey, Querétaro and León.

