

Global Footwear Giant AOKANG Makes a Grand Entry to the Indian Market

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International footwear giant AOKANG displayed the majestic range of shoes that is being introduced to the Indian market, through a scintillating fashion show. Living up to the theme 'Transform Your Lifestyle', prominent Indian models sashayed down the runway radiating a fresh aura from latest international range of AOKANG footwear. Each collection reflected the visionary international approach to footwear fashion that AOKANG has developed over the years. Meticulously crafted and designed, giving comfort the prime importance, AOKANG's range of footwear will be available at Aokang's Exclusive show room at MGF Metropolitan, Saket (New Delhi) and also at Reliance Footprints and the leading MBOs at Delhi, Haryana, U.P. & Maharashtra.

Unveiling AOKANG's formal, casual and party collections for men and women, **Mr. Wang Zhentao**, President - Aokang Group Company Limited, said *'The Indian consumers are very conscious about their footwear. Footwear designed and crafted by international shoe-makers have been extremely popular in the Indian market. To carry forward the legacy of contemporary styling, AOKANG brings to India the latest international designs meticulously crafted in fine leather.'* Also present on the occasion were **Mr. Anirudh Banerjee**, CEO, Aokang International India Pvt. Ltd. and **Mr. Justin Wu** - GM of Aokang International.

Choreographed by **Pranav Hamaal**, the fashion fiesta saw Bollywood Stars like **Priyanshu Chatterjee** and **Shaana Diya** along with Bollywood's favourite Fashion Designer **Shaahid Amir** stride wearing chic AOKANG footwear. The mesmerising evening reflected the brilliance that AOKANG has come to be associated with. AOKANG, a leading footwear company of China, is also the official sponsor of leather products for **Beijing 2008 Olympics Games**.

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About Aokang Group

Established in 1988, Aokang Group is one of the first in the shoes making industry to pass ISO9001 international quality system and ISO14001 environmental management system. With its main products of Aokang leather shoes having been honored national genuine leather shoes king, national famous brand, national famous trademark, Aokang has become the only leading brand in China's leather shoes industry. It is also listed in industrial tourism sites and has won the National May Day Prize. Aokang Group boasts 3 shoes-making bases, 5 shoes brands and 3 design centers in Wenzhou, Dongguan and Milan, where thousands of new shoes are developed every year, leading the fashion trend in shoes making industry.

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