

PROMOTION

# MASALTOS BRINGS ITS DISCREET ELEVATOR SHOES TO JAPAN

The Spanish creator of elevator shoes for men is expanding, and it's teamed up with Tokyo-based retailer ATPC Japan to do so

The creators of these hugely successful and stylish shoes, which feature a hidden wedge to add a few extra inches to a man's height (7cm/2.7in), have now turned their attentions to the Japanese market.

The Seville-based Masaltos was a pioneer in online commerce in the Andalusian region of Spain when it was first launched in the early nineties, and has since grown into a successful international company, selling in 88 countries, across five continents.

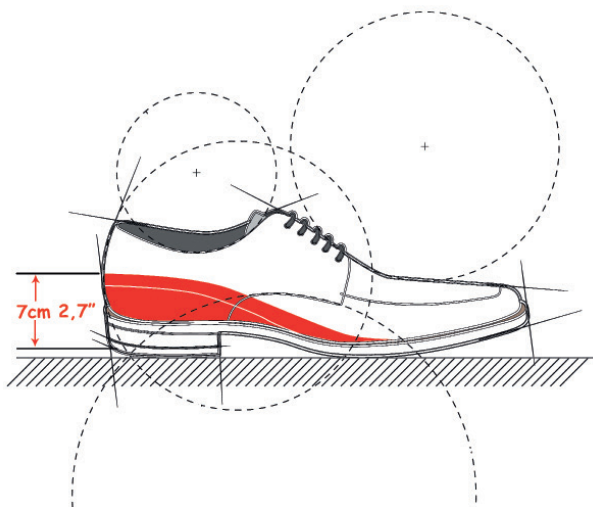
Now Masaltos are focusing on adding a few extra inches to the average Japanese man – who stands at 1.68m tall, about eight inches shorter than most Spaniards and Americans. Masaltos joins ATPC Japan to sell the English-style, hand-stitched footwear, which retails at €248 in Spain and close to €600 in Japan – such is the demand.

“The Japanese market is very green. Previously we only sold 30 or 40 pairs in 20 years, but now we're excited to launch this great opportunity with ATPC

Japan,” says Antonio Fagundo, coordinator of External Relations and Marketing for Masalatos.com.

Masaltos lends itself well to international expansions, since 90% of its turnover comes from online sales and 65% of its business comes from outside Spain. In fact, the website currently provides information in eight different languages. At the same time as the ATPC Japan collaboration, Masaltos has also joined with the Japanese electronic commerce company Rakuten. The website will be selling Masaltos shoes, starting initially with France.

Fans of the elevator shoes include A-list celebrities – Tom Cruise and Nicolas Sarkozy have been linked – but discretion is key and Masaltos works hard to protect every single customer's privacy. All shoes, featuring the hidden rubber-wedge insole, are delivered within 24 hours and come packaged in a discreet, unmarked box.



**masaltos.com**