BIRKENSTOCK INSPIRES HEARTS AND SOLES

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With the latest #CeritaBirkenstock short film series in Indonesia

Jakarta, October 20th , 2023 -BIRKENSTOCK, the globally acclaimed footwear brand, continues to weave tales of inspiration and resilience with the launch of its latest short film as part of the #CeritaBirkenstock series.

The #CeritaBirkenstock series has become a testament to the brand's commitment to storytelling that resonates on a personal level. Each installment offers a glimpse into the lives of individuals who, like Birkenstock, prioritize comfort, timeless style, and unwavering commitment to foot health.

This heartwarming narrative, unveiled on October 20th, encapsulates the remarkable journey of a young entrepreneur, emphasizing the brand's core values of taking first steps, embracing timeless style, and fostering family unity.

We follow the footsteps of a girl named Flo, who embarks on a soul-stirring journey, rekindling the warmth of her family bonds. What begins as the courageous act of taking the first steps in her own life blossoms into a business venture, drawing inspiration from an age-old family recipe. The narrative beautifully unfolds to reveal a flourishing family business that not only captures the essence of BIRKENSTOCK's values but also becomes a beacon of unity for her family.

The short film not only showcases the emotional journey of the protagonist but also features iconic Birkenstock silhouettes, including the beloved Arizona, the rugged outdoor category represented by the Atacama and Profi Birki for the kitchen industry keeps standing steady and cool regardless of what’s cooking.

BIRKENSTOCK’s commitment to storytelling extends beyond footwear; it's about celebrating the diverse journeys that make us who we are. The #CeritaBirkenstock series aims to connect with audiences on a deeper level, transcending the traditional boundaries of a brand.

Watch Flo's inspiring journey and explore the #CeritaBirkenstock web series, please visit <https://shorturl.at/vyHP2>

ABOUT BIRKENSTOCK

BIRKENSTOCK is a global brand which embraces all consumers regardless of geography, gender, age and income and which is committed to a clear purpose - maintaining foot health. Deeply rooted in studies of the biomechanics of the human foot and footed on a family tradition of shoemaking that can be traced back to 1774, BIRKENSTOCK is a timeless «super brand» with a brand universe that transcends product categories and ranges from entry-level to luxury price points while addressing the growing need for a conscious and active lifestyle. Function, quality and tradition are the core values of the lifestyle brand which features products in the footwear, sleep systems and natural cosmetics segments. BIRKENSTOCK is the inventor of the footbed and has shaped the principle of walking as intended by nature (“Naturgewolltes Gehen”).

With around 6,200 employees worldwide, we believe how things are made matters as much as the product itself. To ensure these quality standards, we operate a vertically integrated manufacturing base and produce all our footbeds in Germany. In addition, we assemble over 95% of our products in Germany and we source over 90% of our materials and components from Europe. We process our inputs to the highest environmental and social standards in the industry by operating state-of-the-art scientific laboratories for materials testing. Headquartered in Linz am Rhein, the BIRKENSTOCK Group also operates its own sales offices in the United States and Canada as well as in Brazil, Japan, Denmark, Poland, Switzerland, Sweden, Spain, the United Kingdom, France, Norway, the Netherlands, Dubai, Singapore and India.

Birkenstock Group B.V. & Co. KG

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