

BIRKENSTOCK®

MEDIA ALERT

BIRKENSTOCK PRESENTS THE STORY OF A FIRST STEP, A NEW JOURNEY



Jakarta, March 15, 2023 — **BIRKENSTOCK** presents the first ever, a #CeritaBirkenstock campaign web series, **FIRST STEP AWAY FROM HOME**, produced by ANATMAN Pictures.

The trailer itself swirls with emotionally stirring scenes that could be unimaginably higher on the full movie version.

Adapted from real life story, this series portrays about Nara, a creative industry worker that was given the chance to pursue her career in Jakarta. Her first step of leaving her family is not as easy as she has predicted.

The first step holds a thousand stories and emotions. It's crucial for one's life as it marks the beginning of a journey, and it is worth every attention. Just like Birkenstock's journey in Indonesia.

As a brand dedicated to make really good shoes – shoes based on tradition that are durable and perfectly handcrafted. Shoes that are a home for your feet. With its premium-quality products, BIRKENSTOCK offers an alternative for all those who place value on functionality and quality.

The #CeritaBirkenstock campaign is BIRKENSTOCK Indonesia movement to invite its audience to share their meaningful life stories and to inspire others.

About BIRKENSTOCK

BIRKENSTOCK is a global lifestyle brand with a universal, inclusive relevance that embraces all consumers regardless of age, social background, ethnic origin and/or gender. BIRKENSTOCK is the inventor of the footbed and is committed to a clear purpose: foot health. The company's shoemaking tradition can be traced back to 1774. Deeply rooted in orthopedics, the brand stands for superior functionality, the commitment to craftsmanship, uncompromising quality and the promise of an ultimate product experience. Boundless well-being - the brand transfers this concept to shoes, sleep systems and natural cosmetics.

With 5,500+ employees worldwide, this traditional, sixth-generation family-run business is also one of the German footwear industry's biggest employers. BIRKENSTOCK was already using the term "footbed" in the 1910s, giving it the meaning which is commonly understood by consumers all over the world to this day – as a synonym for outstanding comfort when walking and standing. By the early 1970s, BIRKENSTOCK had become a global player. Since 2021, the company is majority owned by L Catterton, the world's largest growth investor focused on the consumer goods industry, and Financière Agache, a holding company controlled by Agache, the holding company of the Arnault family.

Manufactured in Germany, the sandals are sold in more than 100 countries on all continents. BIRKENSTOCK also has a growing range of closed shoes, children's shoes, and occupational footwear, as well as specialist products for orthopedic retailers, socks, bags, and belts. In 2017, BIRKENSTOCK added sleep systems and natural cosmetics (BIRKENSTOCK NATURAL SKIN CARE) to its portfolio of products. BIRKENSTOCK has 16 sites in Germany, in the states of North Rhine-Westphalia, Rhineland-Palatinate, Hesse, Bavaria, and Saxony. The long-standing enterprise also operates its own sales offices in the United States and Canada as well as in Brazil, China, Singapur, Japan, Denmark, Poland, Switzerland, Sweden, Spain, the United Kingdom, France, Norway, Dubai and India.

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BIRKENSTOCK HADIRKAN CERITA LANGKAH PERTAMA MERANTAU



Jakarta, 10 Februari 2023 — BIRKENSTOCK untuk pertama kalinya mengeluarkan *mini documentary series* dari *campaign* #CeritaBirkenstock dengan judul LANGKAH PERTAMA MERANTAU, dengan bantuan produksi dari ANATMAN Pictures.

Dari trailernya saja, sudah terlihat bocoran ragam emosi dalam *mini documentary series* ini. Mulai dari bimbang hingga ragam momen yang mengharukan.

Mengambil kisah nyata, series ini bercerita tentang Nara, seorang pekerja kreatif yang berniat pergi merantau ke Jakarta untuk meniti karirnya. Langkah pertamanya meninggalkan keluarganya ternyata tidak semudah yang ia pikirkan sebelumnya.

Sebagai merek yang menjunjung tinggi kenyamanan dan kualitas, tujuan Birkenstock sudah bulat, untuk setiap orang di Indonesia dapat melangkah lebih jauh dan lebih nyaman dengan Birkenstock.

Campaign #CeritaBirkenstock merupakan *social media activation* dari Birkenstock Indonesia, yang mengajak pecinta Birkenstock untuk berbagi cerita mengenai pengalaman hidup yang berkesan dan bisa menjadi inspirasi bagi orang lain. Hal ini sejalan dengan kualitas dan durabilitas alas kaki Birkenstock yang dibuat di Jerman, selalu setia menemani dalam setiap langkah kehidupan penggunanya.

KONTAK

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