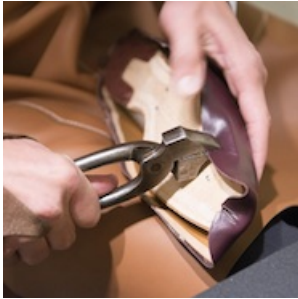


IN-STORE

Bally courts Middle Eastern clientele with bespoke shoemaking pop-up

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Bally Scribe 1851 Made to Order service

By STAFF REPORTS

Swiss apparel and accessories label Bally is demonstrating its cobbling capabilities with a pop-up at the Dubai Mall's Level Shoe District department store.

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The temporary engagement brings its Scribe 1851 Made to Order Program, recently launched in select boutiques globally, to the Middle East. Bespoke shoemaking offers brands and consumers the opportunity to collaborate on a finished product that is uniquely the owner's, elevating the buying process beyond a transaction.

Relationship building

Bally's pop-up opened Dec. 14 and will run through Jan. 2. The space is split into three sections, which provide either background on Bally or the ability for the consumer to customize their own shoe.

"The Gentlemen's Corner" will house the Scribe 1851 Trial Collection. After hearing about the process each Bally shoe undergoes during construction, consumers can design their own footwear, picking from a range of leathers and skins from Italian tanneries, as well as different designs including monkstraps, oxfords and golf shoes.



Gentlemen's Corner

Each shoe includes a flexible, and therefore functional, Goodyear sole stamped with the Bally brand name in gold. Consumers can opt to have their initials handwritten on their shoes' lining for added personalization.

In the Shoe Care Service space, guests can watch an expert demonstrate how to use all of the tools and products included in the brand's shoe care kit, such as waxes and brushes.

A Scribe 1851 Exhibit displays examples of the service's shoes.

Extending the experience beyond the life of the pop-up will be an after sale service. Showing its dedication to these clients, Bally will repair any of the used shoes, including replacing parts of the leather or sole.

Bally is positioning itself as the go-to for footwear expertise with a number of recent projects.

Swiss apparel and accessories brand Bally is putting its foot down with a new initiative and social campaign.

The brand launched a "shoepedia" on its Web site, which will tell men everything they need to know about footwear. The Web site shows Bally's awareness of numerous trends, capitalizing on the rise of menswear through user-generated content and useful tips rather than merely products ([see story](#)).

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