



Ziera Shoes

Botany Town Centre

Ziera Shoes, a new era of Kumfs, is an iconic kiwi brand that's recently been rebranded and emerged as Ziera. Same blissfully comfortable shoes, different name and a whole new stylish look for its New Zealand and Australian stores.

The Resene new colour range has played a key role in that new look.

Robin Boyce, Ziera's Senior Design Executive was clear about what she wanted. "The rebranding gave us a great opportunity to look at all our stores afresh. Ziera Shoes are all about the perfect blend of fashion, comfort and style and we wanted our new-look stores to reflect that."

While Ziera wanted their new stores to have a modern, fresh look it was felt important not to alienate their existing loyal customer base.

Resene Eighth Stonehenge and Resene Quarter Oilskin were chosen from the extensive Resene colour palette as perfectly complementing the new store's colour scheme and while having an elegant and fashionable look, the designers felt these colours would not date quickly. These colours joined specially created custom corporate colours Ziera White, Ziera Light Lime and Ziera Dark Lime.

This palette of colours are now being used throughout all 50 new look Ziera Shoe stores across Australasia with many more in the planning stages. The store colourway works brilliantly alongside the new Ziera logo and modern design. Its superior level of comfort and quality matches the unique selling proposition of the shoes themselves.

Eighth Stonehenge

Quarter Oilskin



Architectural Specifier: Design Environments

Colour Selection: John McDonald, Design Environments

www.designenvironments.co.nz

Photographer: Polyflor

Colours Used: Resene Eighth Stonehenge, Resene Quarter Oilskin, Ziera custom colours – White, Light Lime and Dark Lime



Resene Golden Sand

