



Peter Sheppard Footwear: The Collection

Peter Sheppard Footwear is a trusted supplier of speciality footwear, catering mostly to women predominantly aged 40-60 years old. Peter Sheppard caters to consumers who value quality items and are willing to pay premium prices for European-made footwear that is durable and long-lasting.

Objective:

Peter Sheppard aims to provide a wide range of European footwear that is unique and unable to be found anywhere else in Australia. The catalogue Spring Footwear Collection 2021 aimed to provide a preview of their large range to drive sales and to stay in the conversation for longer. >>



The digital catalogues contributed to a customer return rate of almost **50% online.**



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Printed and digital catalogues drove retrun rates to both channels.

Method:
Peter Sheppard relies upon physical catalogues to market their brands as a whole, and their seasonal ranges and catalogues. They design their catalogues to be 'coffee-table' worthy, through the use of glossy paper and quality imagery. The catalogue was digitised to keep up with the growth of their website and cater to those who prefer digital.

Results:
The physical catalogues maintained their ability to drive customers in-store, and the digitized catalogues contributed to the success of a customer return rate of almost 50% online. The S21 catalogue led to a return customer rate of almost 50%. ●

