



wander .etc  
UK / EU / US

Spring Summer // 2023

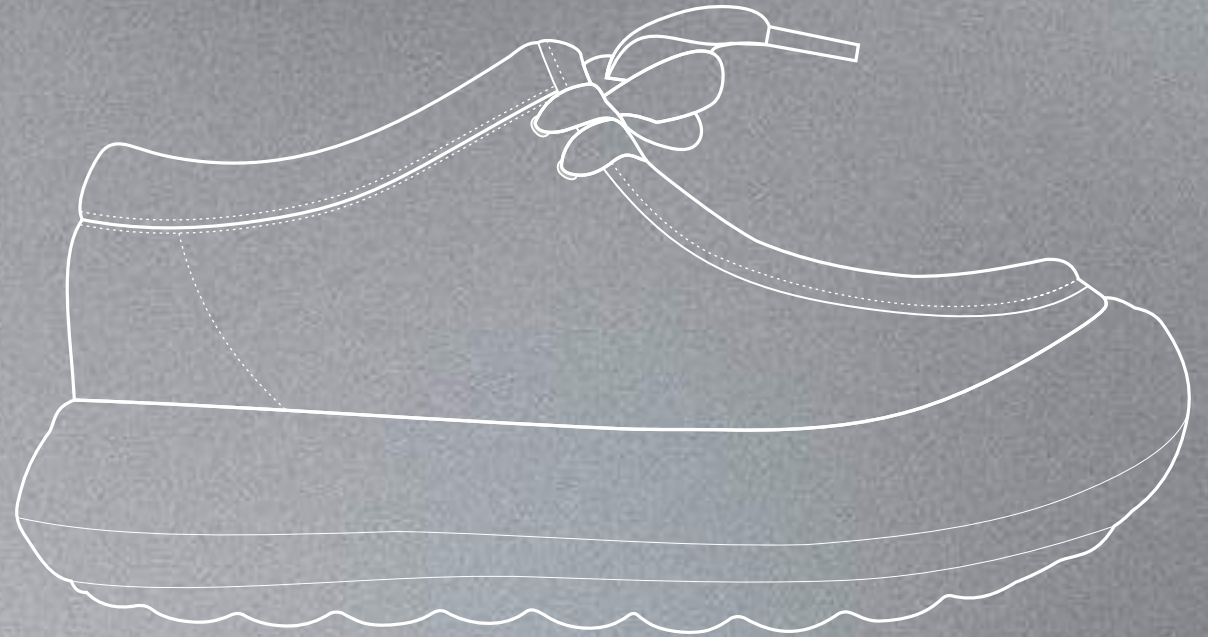


**wander .etc**

*UK / EU / US*

wan·der  
/ wänd r/

verb  
walk or move in a leisurely, casual way



+ Brand Value

LONG LIVE *The* WANDERER

We celebrate the idea of embracing change, taking risks,  
and finding fulfillment through the richness of diverse experiences.



+ Logo

+ Icon logo



+ Logo Type

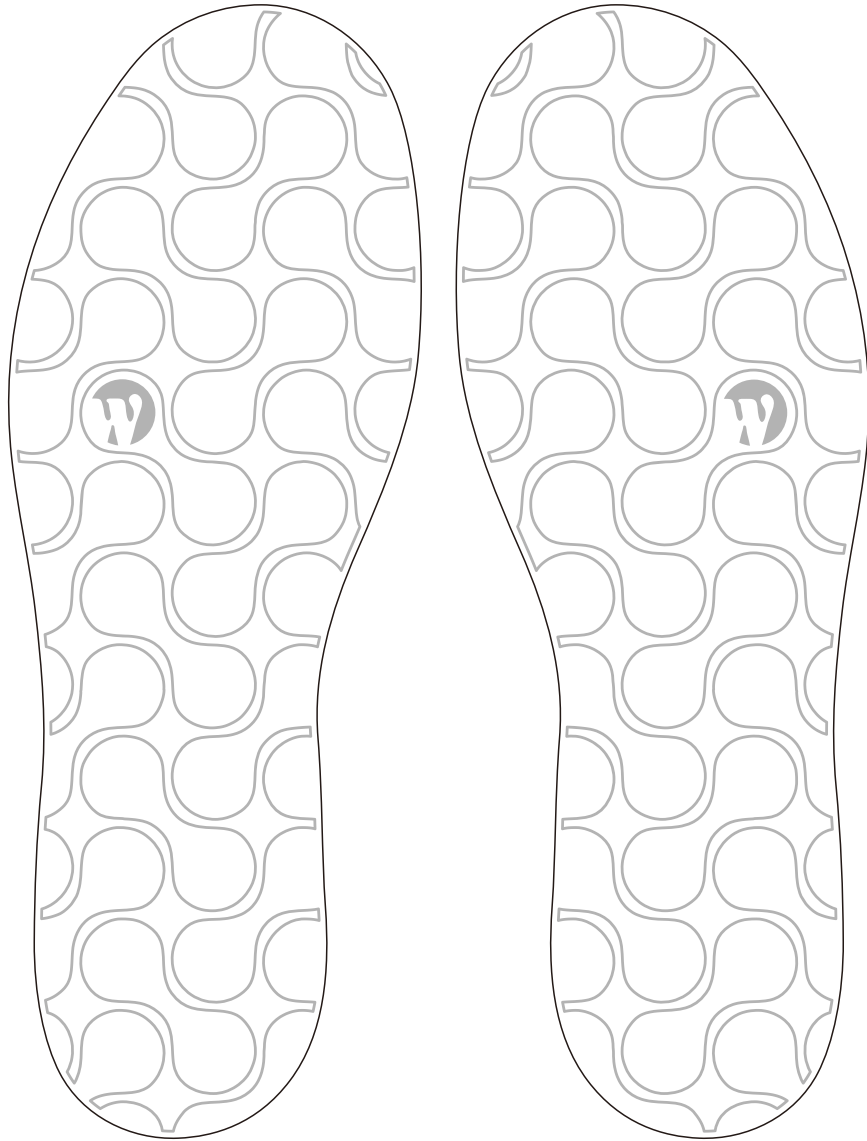


Pantone Cool Grey 5 C



Pantone Cool Grey 5 C

+ Outsole



+ Insole



## + Product Anatomy



## + Product Audience



- **Age : 25 - 40 yo**
- **Gender :**  
75% Men  
25% Women
- **Urbans**
- **Young Professional**
- **Creative Enthusiast**
- **Fashion Icon**





# wander .etc

Is  
Embodiment *of*  
Tradition *and*  
Comfort

Encapsulates the idea of treasuring and celebrating elements of deep sense of nostalgia that provide a sense of continuity and emotional well-being to its members.

something that represents the essence or embodiment of long-standing customs, practices, and values, while also providing a sense of ease, contentment, and reassurance.



# FD/08

WANDER redefines urban footwear, enhancing lives with versatile, finely-crafted shoes that bridge style, utility, and comfort in various situations.

FD/08 blends heritage with innovation, creating timeless yet cutting-edge footwear by celebrating craftsmanship traditions while pushing design boundaries

*Khaki*



UK / EU / US

*Mustard*



UK / EU / US

*Black*



UK / EU / US



## FD/08

*Mustard*

- *Low cut*
- *Genuine hairy suede leather*
- *Phylon and Rubber Out Sole*
- *Nylex insole*

### *Size Run*

US	3	4	5	6	7	8	9	10	11	12	13
UK	2	3	4	5	6	7	8	9	10	11	12
EU / INA	36	37	38	39	40	41	42	43	44	45	46
CM	23.0	23.5	24.5	25.0	25.5	26.5	27.0	27.5	28.0	29.0	29.5





## FD/08

*Khaki*

- *Low cut*
- *Genuine hairy suede leather*
- *Phylon and Rubber Out Sole*
- *Nylex insole*

### *Size Run*

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## FD/08

*Black*

- *Low cut*
- *Genuine hairy suede leather*
- *Phylon and Rubber Out Sole*
- *Nylex insole*

### *Size Run*

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# *Holiday Drop* 2023

Grey



UK / EU / US

Olive



UK / EU / US

Dk. Brown



UK / EU / US

Available on SS/24

**wndwn** 

WNDWN is a smooth and well-documented design language, ensuring that all elements are in place and ready for implementation or use, and gathering feedback for continuous improvement.

Properly executed and gradually reducing the intensity and focusing on laid back artistry, comfort and tradition.



- Mules Cut
- Genuine hairy suede leather
- Phylon and Rubber Out Sole
- Nylex insole



Khaki



All Black

*Size Run*

US	3	4	5	6	7	8	9	10	11	12	13
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Available on SS/24

# Idl.16



*IDL.16 takes the fisherman to the cloud, Emphasize the functionality of the sandals by using high-quality, durable materials and ergonomic designs that provide adequate support and comfort for the wearer.*

*A balance between simplicity and functionality while emphasizing the essential element COMFORT.*



- Classic Fisherman
- PU Leather
- Phylon and Rubber Out Sole
- Nylex insole



Tan / Brown



All Black

## Size Run

US	3	4	5	6	7	8	9	10	11	12	13
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EU / INA	36	37	38	39	40	41	42	43	44	45	46
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# + Marketing



Featured in Hypebeast Global  
"TOP INDONESIAN NEWS"  
30.381 Likes



Liked by ayzayzayz and 30.831 others



GENESIS PopUp Art Installation  
at TEMPL Store  
an premium multi brand store  
in Jakarta



Supporting footwear for  
Jakarta Fashion Week  
2023

# + EVENT



## + STOCKIST

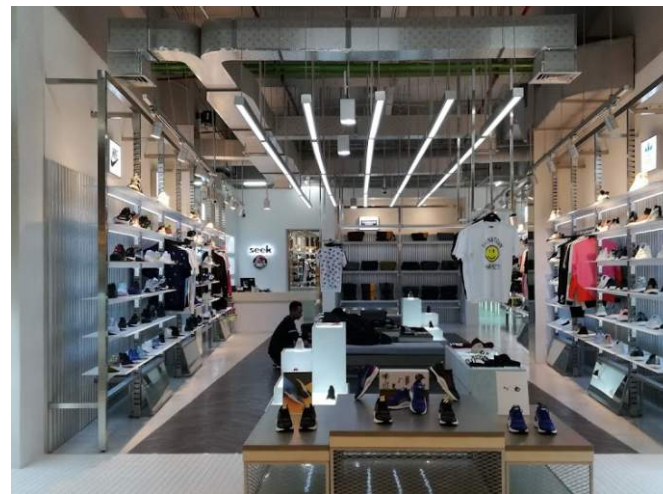


### TEMPL Store, *Jakarta*

Proposing a change of rhythm, TEMPL offers much more than their selective curation of international goods as they embrace the changing elements of retail and create a space where design and experience take centre stage.

Here you'll find famed brands such as Visvim, Toga, Story mfg., Porter by Yoshidakaban, and Apotheke Fragrance among others. Adding personality to the space, the selective curation of brands is a direct reflection of TEMPL's commitment to brand value and artistry.

[www.templ-store.com](http://www.templ-store.com)



### SEEK Store, *Surabaya*

A curated multi-label concept store that brings together and celebrates local and global street - sport lifestyle inspired for the generation.

[www.seekindonesia.com](http://www.seekindonesia.com)



### Touché, *Bandung*

Touché is a concept store that exist to support and showcase emerging, established fashion, brands, and designers. Providing them with a platform to sell and present their collection, products, and community to grow with.

[www.toucheshop.co](http://www.toucheshop.co)



### Escalier, *Bali*

Coming Soon



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