

1982

Founded in Taiwan by Jimmy Chen, Jack Chiang and Eric Chao to produce fashion footwear for US retail customers



1991

Commenced China operations with the establishment of the Stella Footwear Factory in Changan, Dongguan, China



1995

Established Seville Footwear Factory in Changan, Dongguan for casual footwear of leading brands like Clarks, Rockport, Timberland and Wolverine



1998

Entered into an exclusive supply arrangement with Golden Star Company Limited for the manufacture of casual footwear in Vietnam



1999

Established Selena Footwear Factory in Dongguan, China for expansion into premium women's footwear



2004

Developed and manufactured footwear for high-end brands

2006

Launched *Stella Luna* flagship store in Shanghai



2007

6 July 2007: Listed on The Stock Exchange of Hong Kong Limited

July 2007: Expanded our branding capabilities with the launch of our contemporary lifestyle footwear brand *What For* in China



2010

Diversified into inland China

COMPONENTS MANUFACTURING

ASSEMBLY

DESIGN & DEVELOPMENT

BRANDING/ RETAIL

2011



Retail network of *Stella Luna* exceeded 220 points of sales

2012



Expanded our casual footwear production lines in Indonesia



Opened *Stella Luna* Store in Paris

2014



Established footholds in the Philippines to expand our footprint in South East Asia

2015

Completion of inland China migration strategy - securing more stable labour supply and costs at Italian quality

2016

Retail brand *Stella Luna* entered new markets, including Hong Kong and the United States through renowned department stores such as Lane Crawford

2018



Factory dedicated to sports footwear in Vietnam commenced production

2019

Concluded smooth management succession with Lawrence Chen appointed Chairman and Chi Lo-Jen appointed CEO

2020



Consolidated R&D operations to enhance product design and development capabilities and innovation



Unveiled Phase II of the sports-footwear-dedicated factory in Vietnam

2021



New footwear factory in Solo, Indonesia, commenced operation

2022

Setting up the third factory in Indonesia

PRIVATE LABEL

CASUAL • FASHION

LUXURY • ATHLEISURE • SPORTS