
CHARLES CLINKARD

ISSUE 1

100

100TH ANNIVERSARY

24TH APRIL 2024

— THE —
CLINKARD
TIMES



A LIFETIME OF MEMORIES

Celebrating 100 years



A note from Charles Clinkard, Group Managing Director.

It is a real pleasure and an honour to mark our 100 year milestone. I am very proud to lead an excellent team who have helped me achieve an ambition to successfully manage the Company my grandparents started in 1924.

Our journey would not have been possible without our customers for which I extend all the teams' appreciation for your loyalty and support over the years. Without doubt it is your continued purchases from the business that have led to our growth and longevity. Many of you have entrusted us with your footwear over generations, and for that we are truly humbled and grateful.

Another vital element is our committed team who are passionate about what

they do and consistently deliver high standards of customer service that are not often found in retail today. This shouldn't be underestimated in what we have achieved, and I take huge pride in being regularly reminded by customers on store visits how good the service and range of shoes we offer are.

The Clinkard Group is now one of the few family-owned footwear multiples remaining in the UK. Those core values on which my grandparents founded the business of quality branded footwear, hard work, integrity, great customer service and solid partnerships with suppliers and advisors remain today.

This centennial celebration is a testament to Charles and Eveline and those shared values that have defined us from the very beginning.



Looking ahead we remain committed to serving you, our valued customers, with the same dedication and passion to provide great shoes and excellent customer service. So, here's to the next chapter and continued success of the Clinkard story.

With Best Wishes,

Charles Clinkard



"I buy from Bally because they have a trouble free product, and that comes high on my list of requirements from a manufacturer"

ROGER LIVING, ED. WIDENESS & HALL, WIDENESS (HAY DAM) BRANFORD IN THE NORTH EAST.

"there's no business like shoe business"

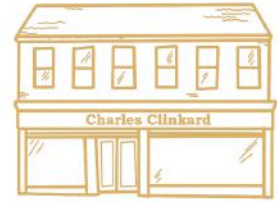
Early customer...
The first Charles Clinkard store was opened in 1924 in the town of Wideness, Suffolk. The store was a small, one-story building with a sign that read 'CLINKARD'S'. The store was owned and operated by Charles Clinkard and his wife, Eveline. The store was successful and grew into a large, multi-story building in the town of Wideness. The store was a popular destination for customers in the area and was a source of pride for the Clinkard family. The store was a testament to the Clinkard family's commitment to quality footwear and excellent customer service. The store was a source of inspiration for the Clinkard family and was a source of pride for the Clinkard family. The store was a source of inspiration for the Clinkard family and was a source of pride for the Clinkard family.



1920s
CHARLES CLINKARD WAS
FOUNDED ON 24TH APRIL 1924.
CHARLES AND EVELINE
CLINKARD OPENED THEIR FIRST
SHOE SHOP IN MIDDLESBROUGH



1959
REDCAR STORE OPENING,
CHARLES CLINKARD'S
THIRD STORE



1960s
THE OPENING OF OUR NORTHALLERTON STORE
AS THE COMPANY CONTINUED TO GROW



1930s
CHARLES AND EVELINE CONTINUED
TO BUILD THE REPUTATION
OF THE BUSINESS AND STARTED
A FAMILY WITH 4 CHILDREN ARRIVING
ACROSS THE DECADE;
ANNE, COLIN, JOHN AND ROGER



1940s
WWII STARTED AND FOR MOST
BUSINESSES IT WAS A CHALLENGING
TIME, AFTER THE WAR IN 1945 EVELINE
SAW AN OPPORTUNITY TO EXPAND THE
BUSINESS THROUGH THE INTRODUCTION
OF CHILDREN'S SHOES



1970s
COLIN, HAVING RUN HIS OWN
ACCOUNTANCY BUSINESS AND
WITH A WEALTH OF KNOWLEDGE
JOINED THE BOARD AS FINANCIAL
DIRECTOR

InterShoe

1969
ROGER FOUNDED THE WHOLESALE
BUSINESS INTERSHOE AND STARTED
IMPORTING BOOTS FROM SCANDINAVIA,
DURING THE SAME YEAR ROGER WAS
APPOINTED TO THE BOARD OF DIRECTORS



1950s
IN 1958 THE SECOND CHARLES CLINKARD
STORE OPENS IN STOCKTON. THAT SAME
YEAR, FOUNDER CHARLES RETIRES LEAVING
THE THRIVING COMPANY TO HIS WIFE EVELINE
AND ALLOWING THE LEGACY TO CONTINUE
WITH THEIR 3 SONS AT A LATER DATE;
COLIN, JOHN AND ROGER



1975-77
CHARLES CLINKARD OPENED
STORES IN LEEDS AND SHEFFIELD,
EXPANDING ACROSS THE NORTH AND
OUTSIDE OF THE LOCAL REGION



1976
THE COMPANY CONTINUED
TO GROW AND A NEW LEASE WAS
AGREED ON A FLAGSHIP STORE
IN ELDON SQUARE, NEWCASTLE

2024

CELEBRATING 100 YEARS, A LIFETIME OF MEMORIES



2021
TIM PAYNE IS APPOINTED AS MANAGING DIRECTOR
OF RETAIL, THE FIRST NON-FAMILY MEMBER TO BE
APPOINTED SINCE THE BEGINNING OF THE COMPANY



100 YEARS OF CHARLES CLINKARD

1980s
EVELINE RETIRES,
LEAVING THE RUNNING OF THE
BUSINESS TO HER SONS



2016
WE MOVED TO OUR NEW CUSTOM-BUILT
HEAD OFFICES BACK IN MIDDLESBROUGH
WHERE THE COMPANY BEGAN



2018
THE COMPANY WAS
NAMED BEST FOOTWEAR
MULTIPLE RETAILER
AT THE DRAPERS
FOOTWEAR AWARDS



1998
IAN MCBRIDE JOINED
THE BUSINESS AS A
NON-EXECUTIVE
CHAIRMAN



1985
Gabor
ROGER NEGOTIATED FOR INTERSHOE
TO BE APPOINTED THE GABOR SALES
AGENTS FOR THE UK, A PARTNERSHIP
WHICH CONTINUES TO THIS DAY

2013
RACHEL CLINKARD, COLIN'S
DAUGHTER, IS APPOINTED
AS E-COMMERCE
DIRECTOR TO BOOST THE
GROWING E-COMMERCE
DEPARTMENT

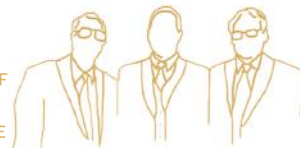


2001
ROGER CLINKARD RETIRED AND CHARLES
WAS APPOINTED GROUP MANAGING DIRECTOR

1997
COLIN RETIRES AND BECOMES A
NON-EXECUTIVE DIRECTOR.



2002
CHARLES RECEIVED
BOARD APPROVAL
FOR THE LAUNCH OF
THE COMPANY'S
FIRST ONLINE STORE



1987
ROGER CLINKARD BECOMES
PRESIDENT OF THE
INDEPENDENT FOOTWEAR
RETAILERS ASSOCIATION



2012
THE INTERSHOE TEAM WERE
AWARDED THE BEST SALES
TEAM AWARD BY JOCHIM
GABOR, FOUNDER OF
GABOR SHOES



2002
THE COMPANY WAS
NAMED BEST FAMILY
FOOTWEAR RETAILER AT
THE DRAPERS AWARDS



1995
CHARLES CLINKARD (GRANDSON
OF FOUNDER CHARLES) IS
APPOINTED AS A DIRECTOR

BALLY

1989
ROGER'S SON CHARLES
JOINS THE BUSINESS
AFTER WORKING IN LONDON
WITH BALLY SHOES FOR 5 YEARS

2008
CHARLES NEGOTIATED TO BUY
12 NEW STORES FROM STEAD AND
SIMPSON, EXPANDING THE COMPANY



2005
WORKING WITH VISUALSOFT TO
EXPAND OUR E-COMMERCE
DEPARTMENT INCLUDING A NEW
LOOK FOR OUR WEBSITE AND
DIGITAL MARKETING

1991
NEW OFFICES AND
WAREHOUSE PREMISES OPEN
TO ACCOMMODATE FOR
THE GROWTH OF THE
RETAIL AND WHOLESALE
SIDE OF THE BUSINESS





*Allison
Ladies/Mens
Footwear Buyer*

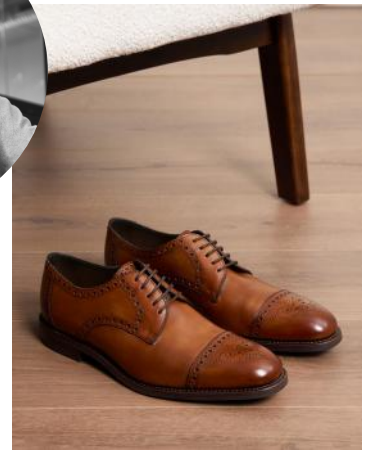


THIS YEAR WE'VE REALLY FOCUSED ON OUR STRONG HERITAGE AT CHARLES CLINKARD, IT'S SO IMPORTANT THAT THE COLLECTION FEATURED PRODUCTS WITH A NOD TO THE PAST AS WELL AS THE FUTURE OF FOOTWEAR. THE CHARLES CLINKARD ZOE LOAFERS ARE A TIMELESS CLASSIC PIECE THAT APPEAL TO A RANGE OF GENERATIONS AND STYLES.

Charles Clinkard Zoe Anniversary, £115



*Tim
Managing Director
of Retail*



A BROGUE IS A STAPLE PIECE IN ANY MANS WARDROBE AND THE LOAKE ROGER IS NO EXCEPTION. LOAKE SHOEMAKERS HAVE A RICH HISTORY IN THE FOOTWEAR INDUSTRY AND THE BRAND IS ASSOCIATED WITH FINE ENGLISH CRAFTSMANSHIP, ITS GREAT TO BE WORKING WITH LIKE-MINDED BRANDS ON OUR 100TH ANNIVERSARY.

Loake Roger, £210

Staff Top Picks from the Collection



*Ginny
Training & Development
Manager*



GABOR FANTASTICA IS ONE OF MY FAVOURITES FROM THE COLLECTION THIS YEAR, THE BOLD, BRIGHT COLOURS TAP INTO THE LATEST TRENDS FOR THE SEASON BUT FOLLOW A CLASSIC SILHOUETTE TO ELEVATE ANY OUTFIT. THE PINK IS MY PERSONAL FAVOURITE FOR A BOLD AND FEMININE LOOK.

Gabor Fantastica, £95



*Rebecca
Creative Marketing
Manager*



I LOVE THE TONI PONS ESPADRILLE SANDALS BECAUSE THEY'RE BRIGHT AND COLOURFUL, PERFECT FOR SUMMER DAYS IN THE SUN. IT'S GREAT TO SEE SUCH A RANGE OF STYLES FEATURING IN THE 100TH COLLECTION AND I THINK THESE ESPADRILLE SANDALS ARE A UNIQUE ADDITION TO SOME OF THE MORE CLASSIC STYLES FEATURED.

Toni Pons Terra, £75

THE 100 YEAR

Collection



Feature image: Loake Roger, £210



Gabor Raynor £85



Loake Wiggins £199



Charles Clinkard Zoe Anniversary £115

RECEIVE A *Free Gift* WHEN YOU SHOP THE COLLECTION

Introducing The 100 Year Collection, our exclusive new range for men and women. Featuring key styles from 2024, the collection celebrates our heritage with classic and timeless footwear from the last century. When you purchase from the range, you'll receive a free gift.

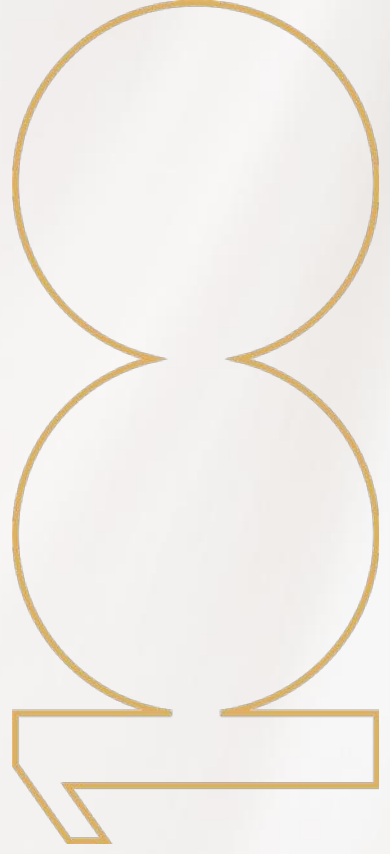
For more details see page 11.



Charles Clinkard Rosela Snaffle £79.99



(left to right, top to bottom): Bugatti Shell £79.95, Bugatti Shell £79.95, Gabor Rosta £95, HB Eveline £99.99, Loake Bannister £170, Gabor Rosta £95
Opposite page: Gabor Raynor £85



Her-story: Eveline Clinkard

As we celebrate our 100th Anniversary, we reflect on the incredible legacy of our business founder, Eveline Clinkard. Her story is one of perseverance, dedication, and a profound love for her family and business.

Eveline Clinkard; wife of Charles, mother of four, and spirited businesswoman, carved her path in life with resilience and dedication. As a female business founder in the 1930s, Eveline faced numerous challenges balancing her role as wife, mother and full-time worker. Despite the difficulties this brought, she navigated this juggling act with impeccable organisational skills and determination.

Born out of necessity, Eveline's trajectory in life took unexpected turns influenced by her father's loss of his butcher shop. Originally aspiring to become a school teacher, Eveline had to leave school to help her father, altering her life plans. This disappointment left a lasting impact, fostering feelings of uncertainty and insecurity within her. However, Eveline ventured to Liverpool for training at a large department store, where she honed her retail skills and crossed paths with her future husband, Charles, already established in the footwear industry.

Resilient and determined, Charles and Eveline Clinkard persevered in building a business that became a family legacy. Eveline's pride in her accomplishments was evident in the fact that three out of their four children eventually joined the family business, a testament to their vision and hard work. The desire to see her family thrive and succeed appeared to drive Eveline in her entrepreneurial endeavours, especially when it came to children's footwear.

Eveline's passion for children's footwear stemmed from her personal experience at home, measuring and fitting her family's shoes. Following World War II, she decided to bring her passion to life, incorporating children's footwear into the Charles Clinkard store in Middlesbrough. Many children who visited the store had their feet measured and shoes fitted by Eveline herself. Ensuring that children's shoes are correctly fitted is still a core principle of our business today.

Business was intricately intertwined within Charles and Eveline's family life. Eveline's son, Colin, handled the company's wages from age 12, suggesting a deep involvement in the business from a tender age. This early exposure to the inner workings of the business may have laid the foundation for his full-time commitment to the business at the age of 42. His letters sent home from the army and university, brimming with references to the family business, accentuate the significance of the business in their lives and the strong familial connection that propelled their shared success.

In 1959, Charles and Eveline Clinkard marked a significant milestone in their business journey by opening a store in Redcar. Their son, John, took on the responsibility of managing this new location, which swiftly became one of the foundational stores in the



Charles Clinkard portfolio. Five years later, in 1958, they embarked on a further expansion by opening a store in Stockton. Their son Roger assumed the managerial duties at this new location and played a crucial role in driving the ongoing success and development of the business.

Eveline's unwavering commitment to the business was truly remarkable, even in her twilight years at the age of 72. Working diligently from 10am-4pm each day, she demonstrated an exceptional work ethic and a deep passion for the company that her and Charles had worked tirelessly to build.

In a newspaper article from 1974, Eveline was affectionately referred to as:

*'the grand old lady
of the Clinkard shoe
business.'*

In her characteristic modesty, she mentioned that she typically arrived a bit earlier and left a bit later, highlighting her commitment to the business. When questioned about the number of shoes she owned personally, Eveline revealed that she had a grand total of 24 pairs, excluding those reserved for special occasions.

This delightful insight into her personal collection showcased her true passion for footwear. Eveline's dedication to creating a thriving business, coupled with her humble approach to both work and personal life,

cemented her reputation as a true female pioneer in the footwear industry.

1976 saw the opening of the flagship store in Newcastle's prestigious Eldon Square, which marked a significant milestone in the Charles Clinkard journey. A prime position in a brand-new shopping centre in the city was quite the leap from the first store in Middlesbrough, and Eveline was extremely proud of her involvement in this.

Eveline's dedication to quality shone through as a defining trait in her character. Alongside Charles, her commitment to excellence is evident to this day, ensuring that only the best products and services were provided to customers. Her legacy lives on in the fundamental principles that she instilled within the company, serving as a guiding light for the current generation of employees and customers.

Her deeply ingrained family values emphasised integrity, respect and solidarity. The business that Charles and Eveline built was not just a means of livelihood, but a reflection of their belief in the importance of serving families and fostering a strong sense of community. This vision extended to the team of people who worked alongside Eveline, creating a supportive and inclusive environment where everyone felt valued and respected, an ethos that is instilled within the company today.

Footwear Through the Ages

100 YEARS OF FOOTWEAR TRENDS. WE DELVE INTO SOME OF THE KEY STYLES FROM THE PAST CENTURY. MANY TRENDS COME FULL CIRCLE IN FASHION FROM PLATFORMS TO KITTEN HEELS (RETURNING TO THE SCENE IN 2024) AND A TURNING POINT IN FOOTWEAR WITH THE INTRODUCTION OF SPORTSWEAR FOR FASHION, MAKING THE TRAINER THE KEY PIECE IT IS IN MANY WARDROBES TODAY.



1920s

Louis Heels

A FRENCH INSPIRED MEDIUM HEEL THAT FLARES OUT AT THE BASE



1940s

Platforms & Peep

AN ICONIC STYLE FROM THE 40S, THE CHUNKY SOLE AND SQUARED PEEP TOE ARE CLASSIC ELEMENTS



1960s

Patent Kitten Heels

FIRST INTRODUCED AS FORMAL FASHION ATTIRE FOR YOUNGER GIRLS, SOON BECAME A KEY STYLE FOR ALL WOMEN



1980s

Introduction of Sports for Fashion

THE RISE OF SPORTSWEAR FOR FASHION IN MUSIC AND POP CULTURE INTRODUCED TO WIDER SOCIETY IN THE 80S



2000s

Ballet Flats

KNOWN FOR THEIR STYLISH AND SIMPLE ELEGANCE THE BALLETT FLAT WAS A STAPLE FOR ALL OCCASIONS IN THE EARLY 00S



2020s

Sports Casuals

POPULAR FOR THE LAST FEW DECADES THE TRAINER RESURGED IN ALL SETTINGS OF FASHION - MOVING INTO OFFICEWEAR AND BUSINESS



1930s

Feminine Oxfords

IN LINE WITH THE CHANGE OF WOMENS ROLES IN SOCIETY, LOVED BY MANY AS A GREAT SHOE FOR FREE TIME AND EVEN SPORTS USE



1950s

Slim heeled Stiletto

THE RISE IN POPULARITY OF THE STILETTO HEEL, MANY DESIGNERS WERE COMPETING TO DESIGN THE SLIMMEST VIABLE HEEL



1970s

Chunky Platforms

CHUNKY HEELS WERE INITIALLY WORN AT DISCOS INFLUENCED BY KEY MUSICIANS THEY BECAME A WELL-WORN STYLE.



1990s

Dr Martens

AS GRUNGE FASHION AND THE RISE OF BRITISH PUNK SUBCULTURES THE CLASSIC 'DR MARTENS' TOOK CENTRE STAGE IN THE 90S



2010s

Wedges

THE 2010S SAW THE RISE OF WEDGES AS WE SAW MORE CASUAL STYLES ON THE RED CARPET WORN BY CELEBRITIES, WEDGES ADDED HEIGHT BUT WITH ADDED COMFORT



2024

Off-Duty Flats

FLATS ARE BACK AND COMFORT IS THE FOREFRONT OF FASHION FOR 2024. COMFORT MEETS STYLE ACROSS LOAFERS AND TRAINERS FEATURING BOLD COLOURS AND METALLICS

Purchase from the Exclusive Anniversary Collection and Receive a Complimentary Bag

*PURCHASE ANY STYLE FROM THE CHARLES CLINKARD 100 YEAR COLLECTION IN-STORE OR ONLINE TO RECEIVE YOUR FREE GIFT. OFFER AVAILABLE FOR A LIMITED TIME ONLY.







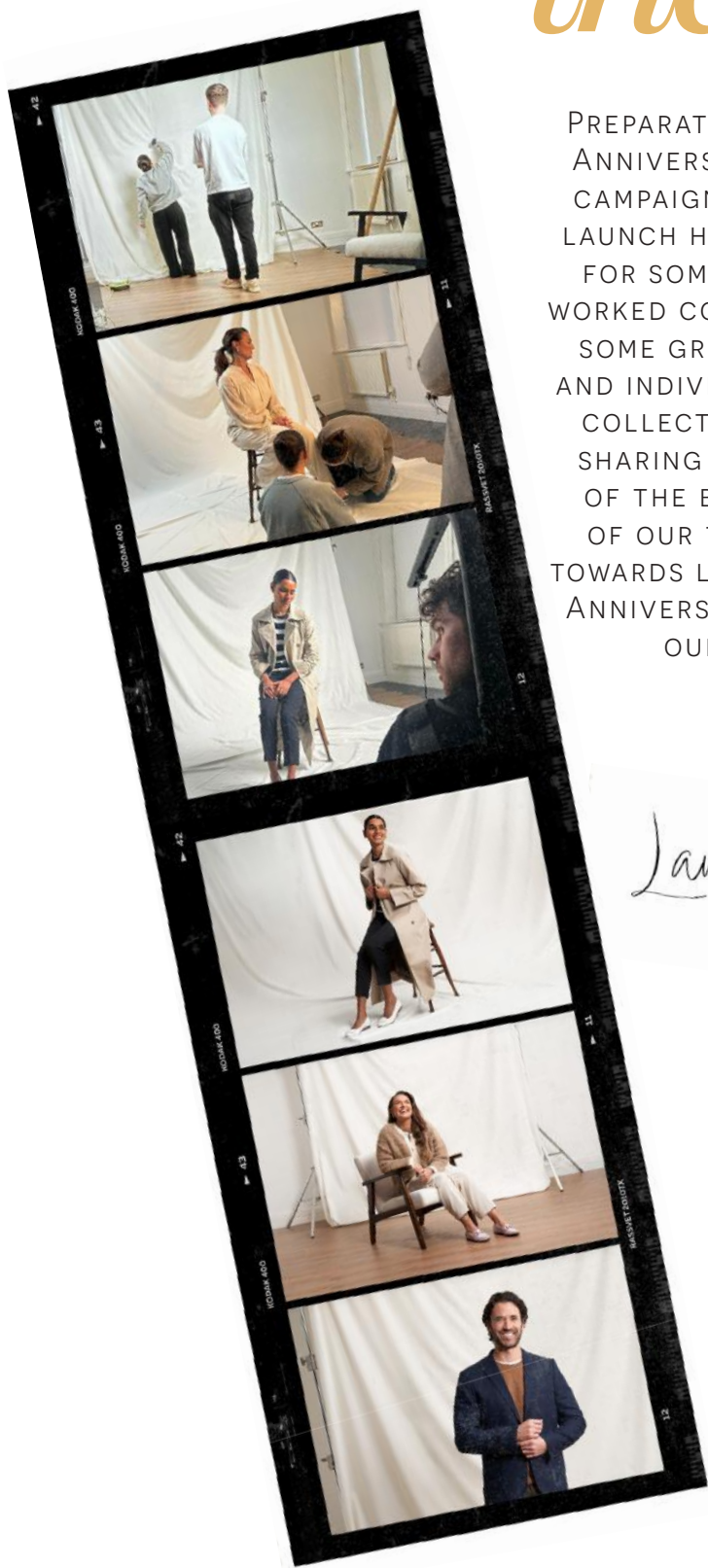
There's
much to
consider with
the launch of a new
collection, and our
100 Year collection is no
exception – from new trends
to seasonal colour palettes.
Within the collection, our team
has selected styles that not only
align with some of this year's key
trends from runways and social
media, but also styles that are
timeless, paying homage to the
rich heritage of Charles Clinkard.
Including classic loafers and
brogues for both men and women,
bold colour palettes, and unique
sandals, our team has curated
a selection of the top footwear
trends that we believe will
prevail in 2024, crafting a
footwear collection we
think you can wear
now, then, and
forever.

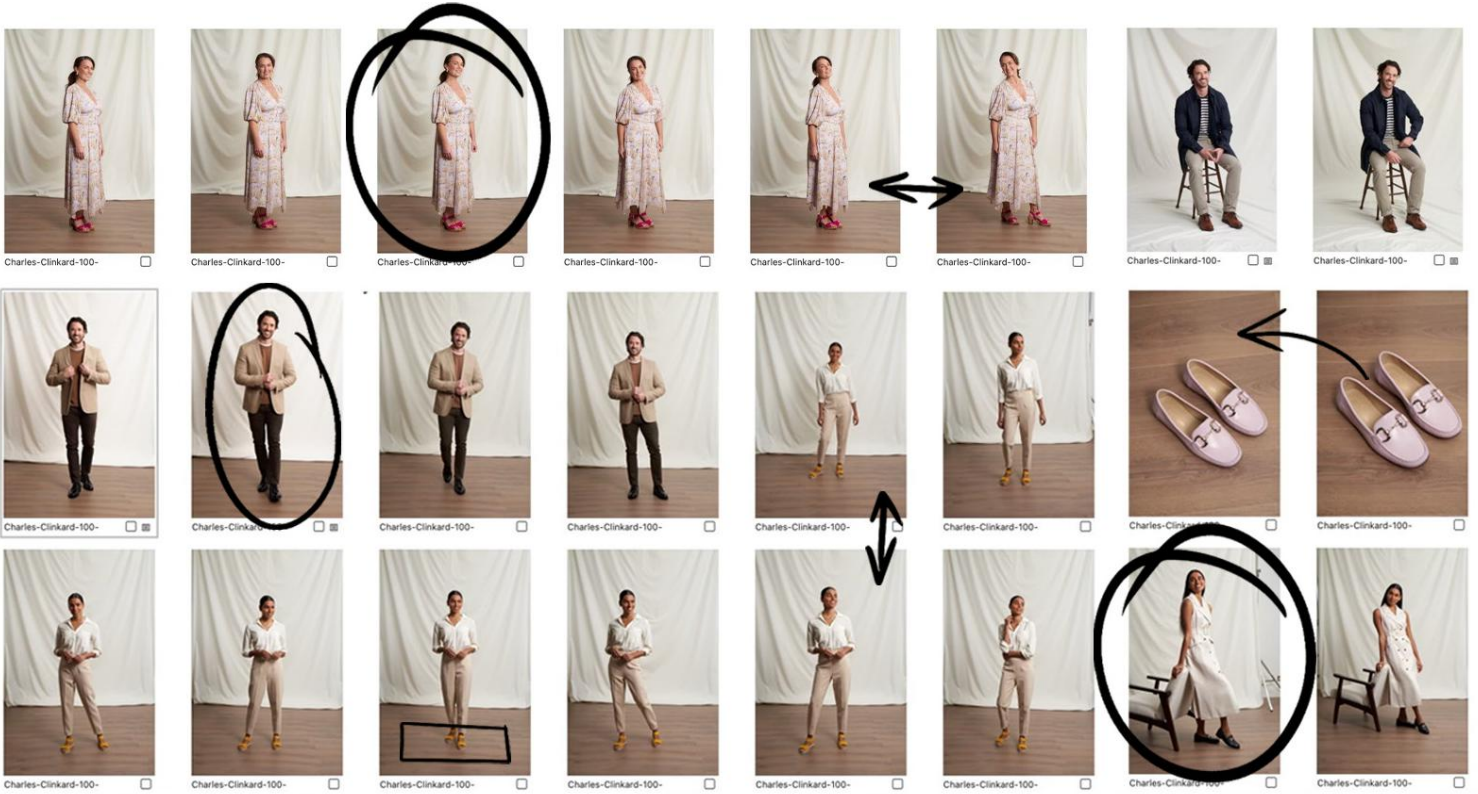
Behind the Scenes...

PREPARATIONS FOR OUR 100TH ANNIVERSARY CELEBRATIONS, CAMPAIGNS AND COLLECTION LAUNCH HAVE BEEN UNDERWAY FOR SOME TIME NOW. WE'VE WORKED COLLABORATIVELY WITH SOME GREAT BRANDS, TEAMS AND INDIVIDUALS TO BRING THE COLLECTION TO LIFE. WE'RE SHARING A SNIPPET OF SOME OF THE BEHIND THE SCENES OF OUR TEAM'S HARD WORK TOWARDS LAUNCHING THE 100TH ANNIVERSARY COLLECTION TO OUR CUSTOMERS.



Launch date:
24/04/24





Behind the Scenes: The Charles Clinkard 100th Anniversary Collection Campaign Video

SHARE A PIECE OF *your history* WITH US

DISCOVER OUR 'MEMORY BOX' COMPETITION RUNNING IN-STORE AND ONLINE.

WIN *a years' worth* of shoes

SIMPLY SHARE YOUR MEMORIES WITH US FOR A CHANCE TO WIN. WHETHER IT'S PURCHASING YOUR WEDDING SHOES OR BUYING YOUR GRANDCHILD'S FIRST PAIR, WE'D LOVE TO HEAR YOUR STORIES.



Our Charity Partners

HERE AT CHARLES CLINKARD, IT'S IMPORTANT TO US TO SUPPORT A NUMBER OF CHARITIES. ALONGSIDE A VARIETY OF LOCAL CHARITIES, THIS YEAR OUR STAFF SELECTED AND NOMINATED THREE TOP CHARITIES THAT THEY'D LIKE TO SEE US WORK WITH THROUGHOUT THE YEAR. THESE INCLUDE CANCER RESEARCH UK, DEMENTIA UK, AND AGE UK. WE'LL BE WORKING TO SUPPORT ALL OUR CHARITY PARTNERS THROUGH VARIOUS EVENTS, DONATIONS, AND FUNDRAISERS.



CANCER RESEARCH UK



DementiaUK
Helping families face dementia



Share Your Style With Us

WE LOVE TO SEE HOW YOU'RE STYLING OUR PRODUCTS, DON'T FORGET TO SHARE YOUR SNAPS WITH US USING #CC100



Gabor

BOLD AND BRIGHT TRANSITIONAL STYLES FROM GABOR
SHOP NOW IN-STORE & ONLINE