

# legero united the shoemakers



## 150 years legero united

### PIONEERING KNOWLEDGE AND TRUE CONCERN. SINCE 1872.

Perfect craftsmanship and top quality materials have highest priority at legero united since the company was founded in 1872. The roots of the internationally active Austrian shoe manufacturer lie in Vienna: in 1872 Bernhard Strakosch, descendant of a Jewish clothier family, founded his company for the “production of men’s and women’s shoes in nailed, through-stitched and goat-stitched designs.” The company flourished under his son Otto Strakosch. In his time he is considered the “king of shoemakers”: his ladies’ shoes, made of the finest silk, artfully embroidered, leather-lined to the very finest exquisite leather pumps, are delivered as far as Australia, South Africa and South America.

During the world economic crisis, important overseas sales territories are lost. Otto’s son Heinrich joins the company in 1933. From then on, the focus is on the domestic market. From 1935 to 1937, sales are increasing by over 80%. In 1937, the company employs an average of 90 people and produces around 300 pairs of shoes a day. After the end of the Second World War, the state restitutes the company to the son Heinrich Strakosch. Shortly



Bernhard Strakosch, founder of the company  
“B. Strakosch & Sohn” in Vienna



Stefan Stoltzka, majority shareholder and CEO of legero united

afterwards, it is acquired by Humanic and is operated as a subsidiary of Humanic AG under the name “Strakosch Schuhfabrik GesmbH”. It is renamed “Legero Schuhfabrik GesmbH” in 1989 and is taken over 100% by Stefan Stoltzka in 1994. Three years later the ara AG took over a minority share in the company. Under his leadership, the product brands superfit and legero are developed internationally, the Upper Austrian sustainability brand Think! is integrated into the company and the company is consistently digitalised. Today, legero united offers its collections under the brand superfit, legero and Think! in over 40 countries and as an owner-managed company with around 2,100 employees and its own production facilities and sales companies has an international presence.



Ladies shoe, B. Strakosch & Sohn, around 1930



## THE MOST IMPORTANT MILESTONES IN THE DYNAMIC SUCCESS STORY OF LEGERO UNITED

- 1872** Founding of the company by Bernhard Strakosch as B. "Strakosch & Sohn" in Vienna
- 1954** Strakosch Schuhfabrik GesmbH is registered as a subsidiary of Humanic AG
- 1972** The first superfit shoe is on the market
- 1991** Stefan Stolzka takes over the management of Legero Schuhfabrik GesmbH
- 1993** The Company moves from Vienna to Styria
- 1993** Logistics headquarters established in Hungary and sales companies in Germany and Switzerland
- 1994** 100% takeover of Legero Schuhfabrik GesmbH by Stefan Stolzka as owner
- 1997** ara AG becomes minority shareholder
- 2000** Production plant established in Romania
- 2001** Acquisition of Think! Schuhwerk GmbH and founding of sales company in Poland
- 2002** Founding of sales company in Norway
- 2006** Market leadership in Germany with superfit children's shoes
- 2013** Founding of VIOS® as an innovation platform for sustainable materials and shoe production
- 2014** Sales company founded in Turkey

- 2017** Introduction of the corporate brand legero united as the umbrella for superfit, legero and Think!
- 2018** Founding of legero united India and construction of the first phase of the production facility in India. Development of the online stores for superfit, legero and Think!
- 2019** Expansion of production facility in India; relaunch of product brands superfit, legero and Think! and founding of Swedish sales company
- 2020** Move into the new campus-headquarters and opening of shoemaker's outlet in Feldkirchen near Graz. campus receives GerambRose architecture award
- 2021** Internationalisation of the online stores for superfit, legero and Think!. Styrian timber construction award and ÖGNI platinum award for campus headquarters
- 2022** superfit is voted best children's shoe brand by Footwear Today, UK and in the Austrian consumer study Markenmonitor. legero united is awarded by the Austrian Federal Environment Agency for its eco-database. German shoe retailers vote Think! as the top brand in sustainability
- 2023** Think! gets nominated for the Green Product Award. legero united wins the German Innovation Award and receives the Austrian eAward.
- 2024** superfit is once again voted under the most loved family brands. legero united is awarded the Austrian Trigos in the category climate protection

### PRESS CONTACT

Dr. Britta Plattner  
T +43 316 429 1000  
M presse@legero-united.com

legero-united.com

legero

superfit

Think!



VIOS