



## **What does Gothenburg stand for?**

Gothenburg name came out as a result of a long name search journey, which would be relevant and representative of our key brand values – “practical yet stylish”, “cool yet classical”. Gothenburg came out in a discussion among friends about beautiful people in beautiful locations, the fact that the city is surrounded by water was an additional aspect which we loved about the name associations and emotions it arose in us. Once we heard the name it just stuck with us.

## **How did Tanya and you come up with the idea to set up your own brand?**

Gothenburg London derives its inspiration from the legacy of a thirty-year family history of shoe and leatherwork and an instinctive appreciation of the qualities of traditional craftsmanship. Impeccable design details are informed by global influences and the founders’ shared passion for art and architecture.

We (Tanya and Viktoria) have a common circle of friends. When we met few years ago both of us had different jobs though both individually thought about the world of fashion and entrepreneurs. It was when we combined forces over the initial “business idea” and started working together in our free time that finally “Gothenburg boots London” company was born.

## **How would you describe your latest collection? What was the inspiration for it?**

‘Our inspiration’

London’s famously rainy weather isn’t kind to shoes or feet; after one too many pairs of ruined Louboutins, drastic action was needed. The result? Gothenburg boots – the perfect complement to a work hard, play hard city lifestyle that demands iconic and well-designed footwear for every occasion.

## **What are your next plans?**

It feels like we have already done a lot this year – finished first collection under 1 year, got into boutiques in 5 different countries (2 in Mayfair, London). We are currently finalizing our webpage to go live early in the New Year and scheduling our events for press/buyers/some of our clients. Somerset house showcase in March, Scoop in summer among many others. We want to be



engaging with our clients to understand them better and share some good time together in our boots..

**Where do you see the brand in 5 years?**

We would like to perfect and expand our product line, develop our concept and continue to innovate and surprise.  
Going in every major city and being present online is one of the first things on the list.