



Shoe®
Butler



Press Kit

^A	Us	4
^B	Our A B C D's	6
^C	Fact Sheet	7
^D	Locations	9
^E	Founding Team	10
^F	Our Service	12
^G	Corporate Clientle	15
^H	Milestones	17
^I	Moving Forward	18
^J	Corporate Look	19
^K	Reach-Out	20

Kit index

Us

The Shoe Butler idea took shape in-between Warsaw & Dubai in the early months of 2010, The drive was to fill-up a market need for excellent footwear detailing services targeted at a busy and deserving local audience using exclusively EU material and machinery.

The Shoe Butler introduced Ozone Gas Disinfection machines to combat shoe odour before it develops into feet odour and associated health problem's.

The company later expanded into Cobbler services with Shoemaker grade technicians operating the latest german machinery.

The latest expansion in The Shoe Butlers menu saw the introduction of Bag & Shoes restoration services offered to our individual and corporate clients alike.

Shoebiz

ALL HAIL THE SHOE BUTLER

Unique service in Dubai picks up your dirty shoes and delivers them back in top condition

BY SHARMILA DHAL
SENIOR REPORTER

DUBAI A unique service that offers to clean, polish, treat and disinfect shoes in Dubai has become the talk of the town - and with good reason.

Called the Shoe Butler, the service which has just relocated to Al Barsha from Jebel Ali offers pick-up and drop-off services, besides providing chairs at key locations across the city.

"People are willing to spend huge sums of money to buy shoes but they take little care of them," said Yasser Abdul Wahid, the man behind the service.

A sales and marketing professional working in the property sector, he said he often attended high-profile meetings where he noticed the poor state of people's shoes. When he realized his own



FOR YOUR SHOES ONLY: Yasser Abdul Wahid

"We've serviced over 400 clients since we received our first e-mail order on January 1, 2012"
YASSER ABDUL WAHID
OWNER, SHOE BUTLER



SUCH A POLISHED SKILL: A Shoe Butler staff engrossed in his 'art' AHMED RAMZAN/SPREED



JOB DONE: The finished shoes are air-sealed



BAG IT: As good as new, it's time for delivery

pick-up and delivery service, there are many clients who use the chair facility too.

"We have these chairs at hotels and commercial towers like the Crowne Plaza, Radisson Royal and Limitless Tower where clients can sit on the chairs and get their shoes polished."

approved fumigation machine at the Al Barsha shop.

"We first clean the shoes using a sponge and then polish them. Every shoe skin is different, so we have to be careful. We treat the skin depending on the damage and disinfect it with special creams. We then air-seal the shoes."



“

KEEP STAFF FOR LONG
TRAIN THEM CONSTANTLY
USE TOP MATERIAL
QUALITY CONTROL .. QUALITY
CONTROL .. QUALITY CONTROL

A close-up photograph of a hand placing a slice of cheese on top of a stack of three other cheese slices. The stack consists of an orange slice at the bottom, a white slice in the middle, and a dark blue/black slice on top. The hand is holding a fourth slice of cheese, which appears to be a light-colored variety, and is in the process of placing it on top of the stack. The background is a light, neutral color.

Our A B C D's

The Shoe Butler Corner-Stone Principles are Defined as Shown in The ABCD Ethos That We Have Been Trying To Uphold Diligently Since The Day The Company Launched in 2010

^A Research

Constantly Researching New Techniques & Material (We still Like Traditions But Those Too Need a shake).

^B Development

Constantly Introduce New Services and Retire Obsolete Ones (We are Slow Admittedly ! But We Get There).

^C Material

Strict Use of Top Graded Material in Every Service Branch (Please Know That the Top is Not Constant).

^D The Right Staff

Trained, Long Staff Retention, Specialised Individuals (Careful ! They are asked to and do speak their mind).

Fact Sheet

^A	Founded	2010
^B	Headquarters	Dubai
^C	Employees	11 & Counting
^D	Store Count	2
^E	Cities Covered	1
^F	Organic Social Media Followers	3000+
^G	Google Review	4.1





“

”

Walk-On-Black Sole Dedicated Paint (Walk on Red is also a Service that we Offer for Louboutin Standard), This is an Innovative alternative to Sole Guard Covers.

Locations

AL Brasha *Main Shop*

American School St. Next To Koreana Restaurant Al Barsha 1

Al Qouz *WORK SHOP*

Al Qouz Industrial Area , Al Khail Gate Warehouse 10



Founding Team

Yassar Al Rikabi



Serial Enreprenure with business spectrum ranging from Service to F&B . Over 20 Years in The Gulf and still busy

Aleksandra Dziechciarz



23 Years working with international Airlines in BTC capacity , world traveller specialised in customer relations and developing and adopting new product



“

Leather running on fabric due to home application of washing liquid & hot water, the fabric had to be treated and drained few times with relevant chemicals over two days.

Our Services

01 Disinfection Cleaning & Polishing



Exclusive use of French SAPHIR polishing range, American ANGELUS retouch colours, UNIVERSAL cleaning foam & German WOLLY for aerosol products.

02 Repair



Exclusive use of German HARDO Reliable machinery (Finishing, Stitching, Press and Reverse Stitching).

03 Restoration



Exclusive use of ColourLock German product line for leather care and restoration.

“

Bag colour restoration with full colour rebuild and leather deep treatment, We exclusively use Colourlock German products in all stages from leather preparation to colour mixing and spray gun application.





The Shoe Butler is
Capable of Handling
Bulk orders to the Tune
of 150 Pairs Daily



Corporate Clientle

TOP B2B CLIENT

^A Luxury Closet

^B Dive Laundry

^C My Box Dubai

^D The Laundry Hub

^E Blossom Central Laundry

^F Platinum Card

“

Exclusively Small Team of Cobblers With Shoe Making Background and a Minimum of 12 Years Experience Per Technician That Have Been With The Company Since The Launch of The Repair Department.



Milestones

TARGET MET	YEAR
^A Pre-Launch Poland	2010
^B Dubai Shop Open	2011
^C 1000 Individual Clients	2013
^D First Corporate Client (Luxury Closet)	2015
^E Introducing Shoe Repair Services	2017
^F 10000 Individual Clients	2019
^G Introducing Bag and Shoes Restorations Services	2020

The Shoe Butler 5 Years plan is Ambitious & Tiring to Say The Least

- A Increase Our Coverage In The City Of Dubai with a Mix of Kiosks & Shops (3 in Total).
- B Expansion Into The City Of Abu Dhabi with a Minimum of 1 Branch and a Back-Of-House Unit.
- C Expansion Into One Extra Gulf Country with a Full Remote Branch (Not a Franchise).

Moving Forward





A Logo



B Colors



C Uniforms



C Fit-Out

Corporate Look

Communication with The Shoe Butler and historical media footprint, we do also maintain the usual social media presence on directory websites and apps which help keep our clients updated on various development.

EMAIL
info@theshoebutler.com

WEBSITE
www.theshoebutler.com

INSTAGRAM
@theshoebutler_dxb

TELEPHONE
04-3794400

WHATS APP
058-5529288

MEDIA
Gulf News
Alpha Magazine
Arabian Business
DDB
Hello Magazine



theshoebutler.com