

**BALLY**



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### Worldwide Contact Information

Please contact the office handling the market where you are located (see below)

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To find answers to some of our frequently-asked questions, click on the topic of interest. If you can't find the answer you need, go to [customer service](#), for details of how to get directly in touch with us.

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Welcome to the Bally web site("Site"). Please note that the shopping part of the Site is available only for purchases that are shipped to addresses in the United States. Please review the following basic terms that govern your use of and purchase of products from our Site. Please note that your use of our Site constitutes your agreement to follow and be bound by those terms (the "Agreement").

We may from time to time change the Agreement in our sole discretion. By using this Site after any such change, you agree to comply with, and be bound by, the Agreement as changed.

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for the screen ?

**A.** The most common cause of this problem is a different screen resolution setting, which is usually found in the control panel. www.bally.com is designed for 800x600 resolution (the most common) or greater. This situation occurs if your setting is at 640x480 or below.

**Q.** Is the website AOL friendly ?

**A.** Our website has not been customized for AOL and may look 'squeezed' if viewed in the AOL environment. This problem is corrected if the site is viewed in either Internet Explorer or Netscape Navigator.

**International Conversion**

Use this chart to convert to International sizes.

Women		
US Size	UK Size	French Size
4	1.5	34.5

Men		
US Size	UK Size	French Size
6	5	36

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### Sign In (if you've already registered)

User Name:  Password:

### Receive Info

Sign up to receive e-mail updates about our new product offerings

Name

E-mail address (required)

#### List of services:

- Your Information
- Address Book
- Order History
- Receive Info



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## Our Stores

Region:

- USA/Canada
- Asia
- Australia & Oceania
- Europe**
- Latin America

Note: most phone numbers outside the USA include international dialling prefixes (+44)

Choose a country:

11, rue Paradis  
06000 Nice  
Phone : +33 4 9316 9596  
Email : ba936mel@wanadoo.fr

38, rue d'Antibes  
06400 Cannes  
Phone : +33 4 9299 6020  
Fax : +33 4 9299 6023  
Email : ba915mel@wanadoo.fr

7-9, rue des Bagniers  
13100 Aix en Provence  
Phone : +33 4 4293 1641  
Email : ba901mel@wanadoo.fr

3, rue Cantegril  
31000 Toulouse  
Phone : +33 5 3445 0988  
Email : ba744mel@wanadoo.fr

19, rue Voltaire  
33000 Bordeaux

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# BALLY

## Bally Beginnings

For over 150 years, Bally has crafted shoes, accessories and apparel that make the every-day extraordinary.

Founded in the Swiss hamlet of Schoenenwerd in 1851 by Carl Franz Bally, the original family business was ribbon-making, but Carl decided to shift production to shoes following a trip to Paris where he was seduced by a pair of subtly decorated slippers. Snapping up several for his wife, he returned to Switzerland, called in local cobblers and began pioneering the techniques of early shoe manufacturing.

For over half a century, Bally was a tightly knit family-run operation. Ever innovative and interested in shoe technology, members of the Bally family travelled regularly to shoe making facilities in England and the United States to study the latest advances in manufacturing and distribution. This international approach spurred sales and by 1864, Bally reached over one million Swiss francs in revenues. In 1892, Bally opened the doors of its first store on London's fashionable New Bond Street.

In 1907, Bally became a publicly-held company with a majority stake still in family hands. In the 1950s, operations expanded to South Africa, Belgium and Rio de Janeiro, and a tannery opened in Buenos Aires. During this golden era for the company, Bally solidified its place as the world's first true global luxury brand.

The company increased sales and expanded its international distribution throughout the 1970s, and in 1976, handbags and other leather goods were added to the product offering. These were to be the final years under family management. In 1977, for the first time in its history, Bally passed into non-family ownership. Werner K. Rey, a Swiss investor, purchased a majority stake that he quickly sold nine months later to Oerlikon-Bofa Holding, a Swiss armaments manufacturer.

Although volume and sales temporarily increased under OBH management, the brand was quickly diluted through inappropriate licensing agreements and improper distribution. The Bally product, over 125 years in the making, was compromised.



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History

- 1851 Bally is founded in the Swiss hamlet of Sch?enwerd, Switzerland by Carl Franz Bally, whose family owns a ribbon factory. That year, Bally returns from a trip to Paris with a stash of handmade shoes ?a gift for his wife. Soon after he develops the first mechanised shoe-manufacturing technique with the help of local clobbers and builds a business on quality, innovation and style.
- 1857 Bally begins to export to South America.
- 1864 Turnover reaches 1 million US Dollars.
- From 1880 Bally employs agents to sell Bally products in Alexandria, Barcelona, Beirut, Brussels, Bucharest, Cairo, Constantinople, Hamburg, Lisbon, Madrid, Marseille, Sophie and Vienna.
- 1892 Carl Franz Bally hands over the business to his sons. They rename it C.F. Bally Sons.
- 1914-1920 The company expands during the First World War. In 1916, sales reach a record of 3.9 million pairs of shoes.
- 1930 The world depression affects Bally's shoe production.
- 1951-1973 Boom years - Bally becomes a worldwide player. New production sites in Switzerland are established.
- 1976 Bally expands into clothing, handbags and other leather accessories.
- 1977 For the first time a non-Bally family member, Werner K. Rey, owns a majority of the shares and becomes Chairman of the Board and CEO. Nine months later, Oerlikon-B?rle Holding Ltd. acquires C.F. Bally Ltd.

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1977 Bally opens ten new stores in China.

1998 Bally opens stores in Saudi Arabia, Lebanon, Turkey, Nepal, Brazil, Columbia, Estonia, China, Hong Kong, Kuala Lumpur, Japan and Australia.

1999- 2000 US based Texas Pacific Group (TPG) acquires Bally from Oerlikon-Bührle Holding Ltd.  
TPG names two executives to senior management team at Bally:  
- Gérald Mazzalovo, CEO and delegate of the Board.  
- Scott Fellows, Creative Director and Member of the Board.  
Bally launches new strategy to reposition the company as a global luxury brand.

2001 Gérald Mazzalovo resigns as Bally CEO  
Federico Minoli, Ducati Chairman, named as interim CEO  
  
Bally celebrates 150th anniversary

2002 The Board of Bally International AG announces that Marco Franchini has been named CEO and Chairman of the Board.

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## The Triumph of Ease

Bally crafts shoes, accessories and apparel that become everyday luxuries: a supple nappa moccasin, a fine gauge cashmere v-neck, a waxed calf carry-on. Our idea: that daytime can be lived with the same intensity and excitement as night. That chic can also be casual, comfortable and enduring.

Bally was founded in the Swiss hamlet of Schönenwerd in 1851 by Carl Franz Bally. The original family business was making ribbons, but Carl decided to shift production to shoes following a trip to Paris where he was seduced by a pair of subtly decorated slippers. Snapping up several styles for his wife, he returned to Switzerland, called in local cobblers and began pioneering the techniques of early shoe manufacturing.

From those beginnings, Bally developed its aesthetic: strong silhouettes rendered unique by personal details. Spiral edge brogueing, a brass boot closure, a blood red edge. Enhanced by bold color blocking, straight from the Swiss graphic tradition, the look is bold, timelessly modern and always appropriate.

The style resonated. By 1864, Bally had a turnover of more than one million Swiss francs. By 1880, the company was selling across Europe, the Middle East and the Americas, and by 1892, Bally was producing over two million pairs of shoes a year. The first truly global luxury goods company was born.

Detailing such as pizzicotto, inverted seams, and whip-stitching and the Bally technique style flex, in which the upper is sewn, artisan-like, onto the sole of the shoe have become Bally trademarks. On shoe straps, at the tips, hugging the throat of the last - unusual marks, perforations and inverted seams comprise a virtual penmanship, Bally's own "handwriting". Juxtaposed with vibrant color, the look is graphic, chic, and very enduring.

Signature products, such as the Scribe and the Havana loafer have been part of the Bally family for decades - and have passionate international followings. The Scribe, the ultimate men's dress shoe, joined the Bally line-up over fifty years ago. The shoe is named after the Scribe Hotel in Paris (pronounced "screeb") where Max Bally often stayed on business trips. The sophistication of the hotel, its chic clientele and the atmosphere of easy luxury were

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Today, Bally adds comfort and ease to the quotidian maze of hectic events and harried schedules. It's the sling-back pump with Adler stitching that gets you through endless airports all the way to a dinner party, the effortless buttery suede jacket that's with you every season, the double-faced cashmere scarf that somehow goes with your entire wardrobe.

The pieces that make the everyday extraordinary.

Bally revealed its new store concept in Berlin in Early spring 2001. The store reflects the new vision of Creative Director Scott Fellows in collaboration with Australian architect Craig Bassam.

Fellows and Bassam have joined three dimensions to create the Berlin store: a spacious, solid oak box, a versatile series of modular white blocks, and a simple collection of original furniture. The reduced palette of oak, walnut, brass, red lacquer and white simplify the space and strengthen the materials used.

Crafted by Swiss cabinetmakers, the Berlin store is entirely encased from ceiling to floor in oak. The wood adds warmth, color and texture to the environment. Furniture pieces are flexible, allowing the space to project different visual impact and content.

Display blocks are finished in white lacquer and can be placed together in various shapes and dimension. The blocks highlight the product rather than the furniture that contains it. Product is showcased as in a gallery and can be easily viewed from all angles, precious and available.

Furniture elements are intended as individual pieces and can be used outside of the store function. They are different family in character and material to the blocks. They complement the architecture of the space with human warmth: clean, functional four-legged stools carved from blocks of walnut, bold, red lacquered trays, hand finished brass rails.

Bally's two-story, 300 square meter Berlin store location is located at 219 Kurfürstendamm and will carry the full range of men's and women's ready-to-wear and accessories.

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Bally Today

Texas Pacific Group, the private American equity fund, understanding the enormous potential in the Bally brand, purchased it from OBH in November of 1999. A major corporate restructuring plan was immediately undertaken to make the company leaner, faster, more efficient and most importantly, more responsive to changing customer tastes and product preferences. On the retail front, management has invested in the most exciting of Bally's points of sale and consolidated wholesale accounts. Merchandising has recently been completely restructured and is now at the centre of our organization, fully integrated into the design and development process so that the collection meets consumer requirements.

Merchandising professionals oversee and program the entire product line, from number of models, to production quantities, to timing-to-market, to price points and all the steps in between. Today, merchandising is at the core of the business.

To increase time to market, meet target costs and improve overall product quality, management has established cross functional groups to directly manage the entire value chain from concept to delivery. These teams work with senior management to oversee each step, from collection planning and design development, to manufacturing, logistics and store merchandising. Additionally new management has begun to alter Bally's global supply chain strategy, changing how the company oversees suppliers, procures all its leather raw materials and handles its logistics.

Understanding that creativity is the key to a great luxury brand, TPG has invested heavily in the best talent in the industry. An international design team, recruited from the world's leading luxury and fashion brands, has been assembled, and critical functions, such as image management, merchandising and marketing have been centralized at the company's new Caslano-based headquarters on Switzerland's Lake Lugano, close to Milan.

The creative team has completely revamped the company's image and product offering. The new team is reinstating signature products, often delving into Bally's rich archives for inspiration. The Havana loafer, designed over 25 years ago, has recently been revamped -with a softer shaped last - and remade in luxe materials like crocodile and natural

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The iconic Bally "B" logo has been refined and applied to canvas travel bags, headscarves, and other ready-to-wear pieces. New logo hardware – locks, badges, toggles – have been incorporated into the accessories. The new Bally is rethinking everything, from store windows to shopping bags – the creative team has recently revamped the Bally packaging system using the new corporate colors of camel, chocolate brown, snow white and a surprise of red.

Bally has adopted an innovative communications strategy to convey its new identity to various constituencies, focussing on constancy and clarity of message. A new advertising campaign has already been shot, showing a fresh, rejuvenated brand, a brand that is connecting with new Bally fans and old friends alike. Central to the campaign are the quintessential Bally themes, that chic can also be casual, comfortable and enduring. That day can be lived with the same intensity as night.

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- Thailand
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