

# sonic

Société Nouvelle de l'Industrie de la Chaussure



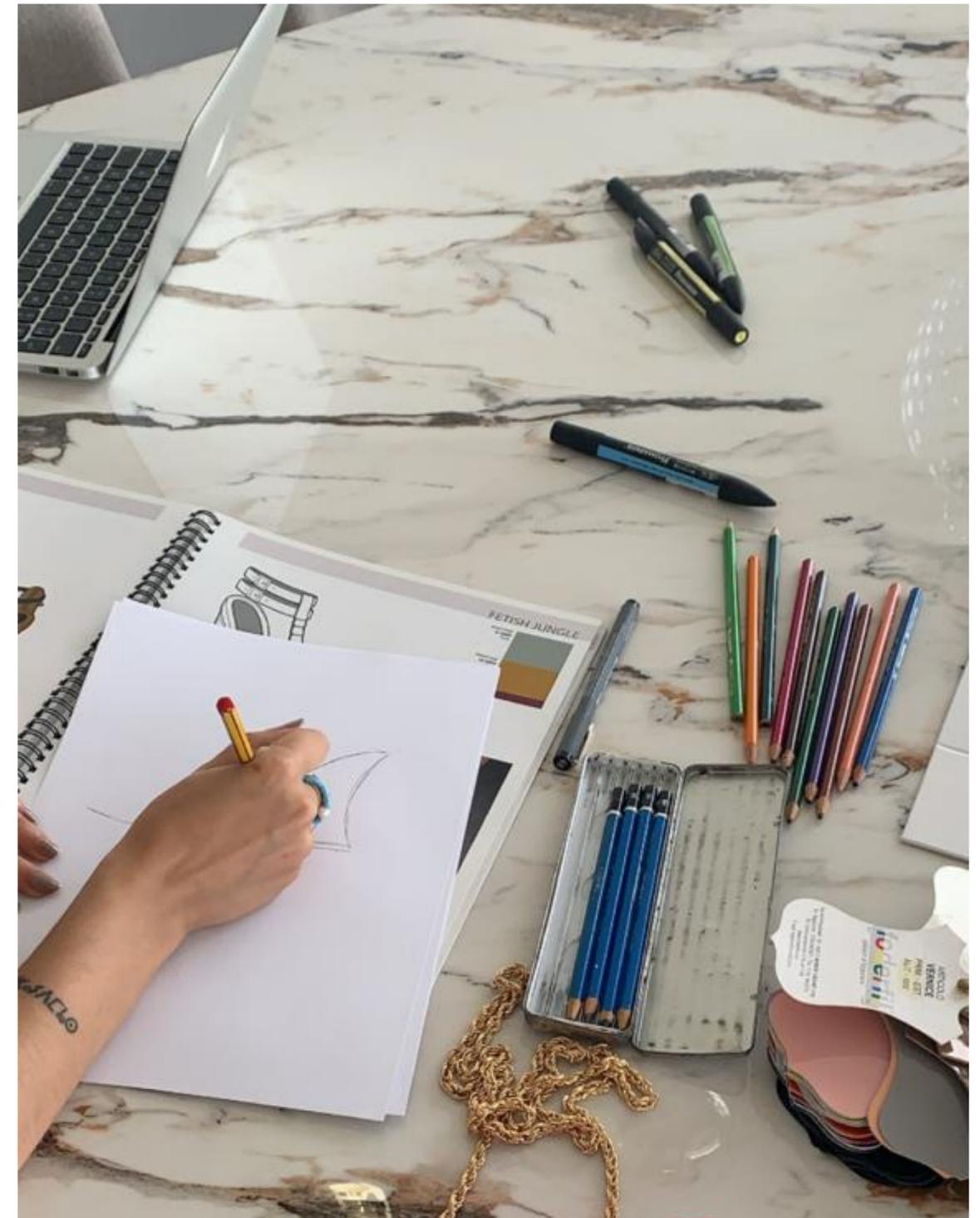


Founded in 1978, SONIC, a fifth generation family-run shoemaking company, was established in Casablanca (Morocco) and has specialized in the creation of high-end dress and casual shoes for men and women ever since.

SONIC employs more than 300 employees in its state-of-the-art, 5000-m<sup>2</sup> factory.

The company's products, created both in-house and in collaboration with world famous shoe designers, are mainly exported to Spain, France, Italy, the United States and Japan.

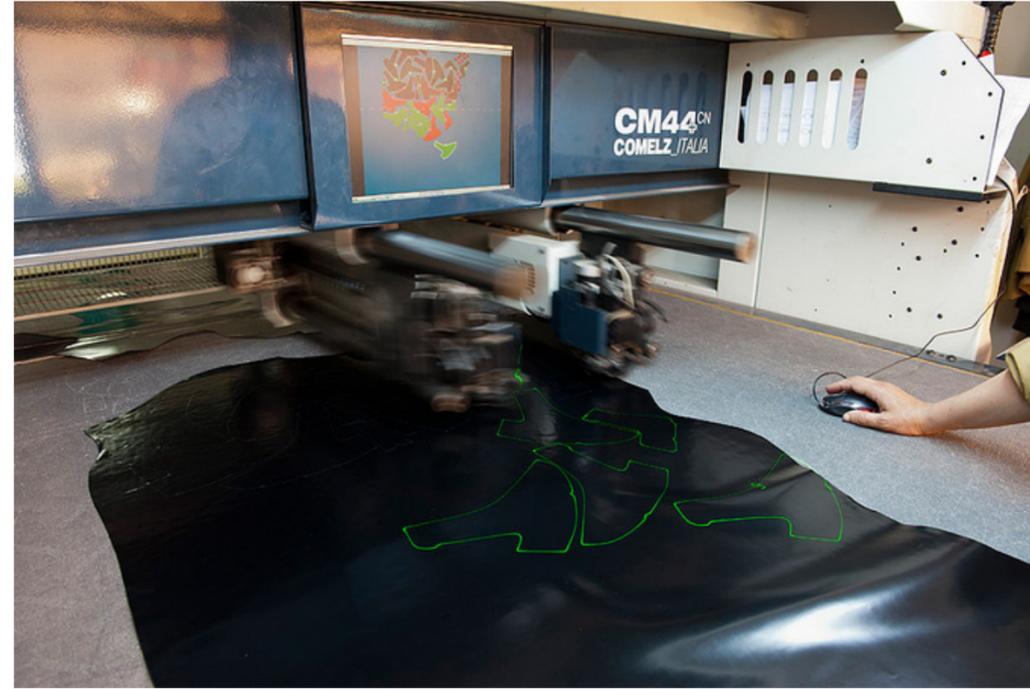
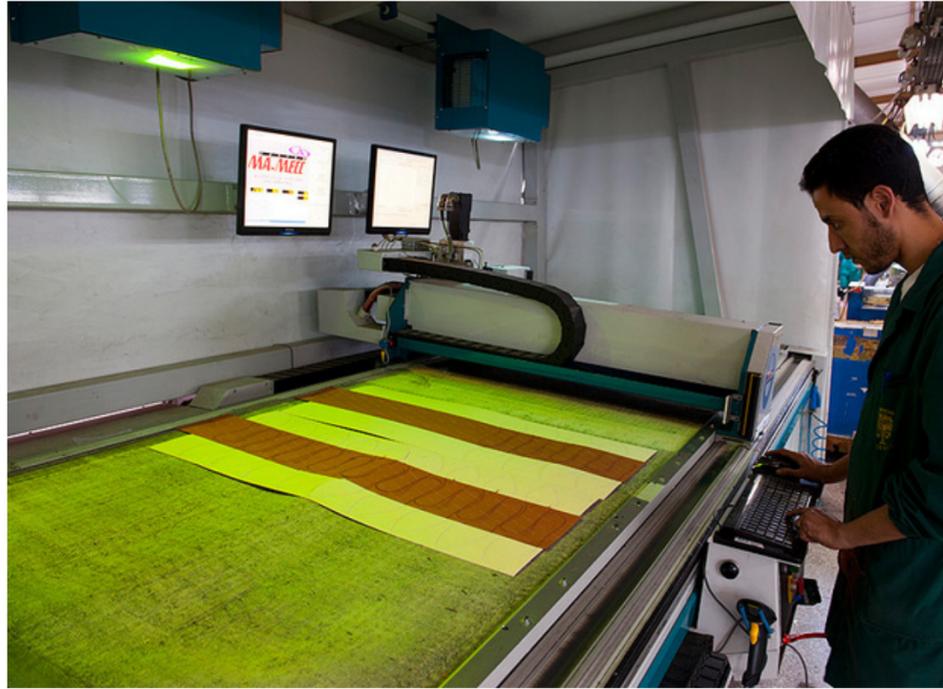
The factory's current production mix is 70% ladies shoes / 30% men shoes for a daily total output of 2500 pairs.





All the footwear-manufacturing processes are performed in-house, including a great array of possibilities in terms of outsole design, in either leather or rubber, or a combination of both.

Lasting is done on four separate lines, one specialized in ladies flats, the second in high heel shoes, the third in Blake stitched men's shoes, and the fourth entirely dedicated to Sachetto construction, where it is particularly efficient.



The culture of the company is to invest annually into new technology and stylistic research; ensuring it remains ahead of the competition. Simultaneously, the company's employees are continually learning new skills and already demonstrate a great deal of experience. These factors, combined with the advantageous location of the company (near to the European market), have ensured SONIC's position as a front-runner in the shoe manufacturing industry.



Packing and shipping procedures are performed according to customer specifications, since all Import/Export procedures are handled in-house.

As a result of being a family-run enterprise, there is a great deal of emotion and passion invested into the company. The family members each contribute various talents, having trained in different subjects. Combined, the members complement each other, offering the company both old hand experience and Fresh eyes for innovative new designs.

Originality and creativity combined with expertise allow SONIC to collaborate with some of the greatest brands worldwide, both in terms of manufacturing and collection making.

**MOSCHINO**



maje

LONGCHAMP  
PARIS



J.CREW

minelli

lepetto  
PARIS

**POLLINI**

*Bexley*

CLERGERIE  
PARIS

Massimo Dutti

**UTERQÛE**



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The in-house design office includes talented staff specialized in developing collections for our customers internally.





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