



GABOR

BRAND NEW

We're shoemakers at heart since 1919
crafting footwear with great success.

With our new confident brand
experience, we're taking a bold step
toward the future, while staying true to
the essence of who we are.

Building on our comprehensive collection,
celebrated for its diverse range and
exceptional fit, we are uniting it under
one strong brand.

This new chapter opens doors to
untapped growth opportunities, creates
fresh momentum, and welcomes a new,
more progressive, and even more
international audience that we aim to
transform into loyal fans.

On the following pages, we express who
we are as a brand, our aspirations, and
how we achieve them.





I know who I am.
I go my own way in life –
independently and confidently.
I take inspiration
and make it my own.
It is my choices that define me –
they are an expression
of my personality.
Every detail is unique,
every shoe a perfect fit,
every step self-assured.
What I wear shows who I am –
and where I'm going.

UNMISTAKABLY ME.
GABOR.



ONE GABOR.

We are evolving
from a long-established
traditional brand of
women's shoes into an
inspiring, international
footwear brand for
women and men.

TRYBU





For over 100 years, we have developed unique strengths that have shaped us into the renowned brand we are today. These core competencies are our foundation. They guide us and set us apart – both now and in the future.



We manufacture high-quality, long-lasting products – for our customers and out of respect for our environment.

TRULY GOOD.



For every foot, every occasion and every style: We always have the right shoe.

TRULY YOU.



We don't follow trends, we interpret them to inspire our customers again and again.

TRULY SMART.



TRUST & CARE.

We take responsibility – for each other, our actions and our planet – and we are a reliable and loyal partner for our retailers and customers.

OPENNESS & GLOBAL SPAN.

We are an internationally minded global company with German roots. We are open to change. To people. To diversity. And to ideas.

LOVE & PASSION.

We have loved shoes since 1919. We love the craft, the art of creating and choosing the materials. And this love can be felt in every detail when wearing our shoes.

AMBITION & CONFIDENCE.

We are proud of what we have achieved, act with confidence, and take control of our own decisions. We remain ambitious and seek to build on our success.

We at GABOR are a team of unique individuals, as distinct as our wide selection of shoes.

Each and everyone plays a vital role in bringing our brand to life - united by the clear and shared principles and values that guide us.







From in-store shopping to our social media channels and the design of our shoes, our brand is thoughtfully crafted to deliver coherent experiences across all touchpoints.

ICONIC SPOTLIGHTS

We set iconic highlights that create lasting impressions.

CONFIDENT PRESENCE

We are self-assured and captivate through our attitude – just like everyone who wears our products.

EMPATHETIC ZEITGEIST

We understand our customers, provide inspiration and play an active role in shaping their lives.





GABOR

BORN IN 1919

We're shoemakers at heart since 1919 crafting footwear with great success.

And together, as one GABOR, united in our purpose and our passion, we have everything it takes to continue this journey. For the next 100 years and beyond.