



Munro Footwear Group secures the exclusive distribution license from Authentic Brands Group for Rockport in Australia and New Zealand for the next five years.

Australia's largest privately owned footwear company looks to expand its wholesale offering, recognising Rockport's untapped potential in Australia and New Zealand.

Friday 9 August 2024 - Beyond its extensive wholesale business, which primarily focuses on internally designed brands, including Bobux, Ziera, and Django & Juliette, [Munro Footwear Group \(MFG\)](#) today announces that it has added Rockport, the globally recognised comfort brand, to its portfolio through a partnership with [Authentic Brands Group \(Authentic\)](#). As the brand's new partner, MFG will be responsible for its distribution across Australia and New Zealand.

With over 50 years of experience in function and fashion and a presence in more than 60 countries, Rockport is ready for a revitalised future under its new ownership. Since acquiring the brand in 2023, Authentic has successfully enhanced the brand's global presence, including an expanded partner network of best-in-class licensees across key regions. Authentic's strategic initiatives have paved the way for continued growth and expansion, ensuring Rockport remains a leader in the comfort, technology and footwear space.

“Expanding Rockport's global distribution is an important part of our acquisition strategy. By connecting iconic and global brands with best-in-class partners, Authentic optimises long-term value within important marketplaces throughout the world,” said Lim Mi-Kyoung, SVP, Head of Australia and New Zealand at Authentic. “MFG is the perfect distribution partner for Rockport in Australia and New Zealand - not only for their wholesale capabilities but also for their inherent connection to the brand, as they themselves are a long-term Rockport customer through their Styletread and Mountfords businesses. MFG understands the opportunities that the brand presents, and we look forward to working very closely with them to bring the brand to new heights throughout the region.”

Headquartered in Melbourne, MFG is the parent company of several wholly owned entities operating in Australia. Focused on driving the sustainable, long-term growth of its national footprint of retail stores, e-commerce sites, and wholesale partners, MFG is continually investing in infrastructure, systems, and capability to ensure it is best placed to respond to the needs of its customers – making them well placed to grow the Rockport brand across Australia and New Zealand.

MFG's Chief Product Officer, Bill Munro, states, ‘Beyond granting us access to new wholesale customers, the introduction of Rockport to our wholesale business provides an excellent



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opportunity to expand our men's business while giving us direct access to the best styles from around the world."

MFG's immediate priority is to ensure Rockport's classics are back in stock before Christmas, build and relaunch a new e-commerce website, and start curating the Winter25 ranges. "We will also work closely with the existing Rockport customers to better understand their needs and explore opportunities within the men's and women's ranges," adds Munro.

The distribution license was officially granted on **Thursday, 25 July 2024**, and existing Rockport customers were informed on Wednesday, 7 August. "We anticipate being able to share more information in the coming weeks", shares Munro.

About MFG:

From heritage labels to cutting-edge newcomers, MFG is the custodian of some of Australia's and New Zealand's most trusted footwear brands, including household retail stores Williams, Midas, Mathers, and Mountfords and footwear brands Diana Ferrari, Colorado, Ziera, Bobux, and many more. Built on a culture of seizing opportunities, MFG is continuously working to deliver unrivalled product ranges and leading omnichannel experiences.

About Rockport

Rockport was founded in 1971 on the idea that shoe style and comfort should go hand-in-hand. This core belief led Rockport to become the first brand to infuse dress shoes with sport-comfort technology, reinventing shoe design forever. Today, Rockport can be found in various retail channels in more than 60 countries worldwide. Building on decades of experience, Rockport continues to deliver extraordinary technology-based comfort, incorporating the latest advances in construction and design into both modern and classic shoe styles. For more information, visit www.rockport.com.

About Authentic Brands Group

Authentic Brands Group (Authentic) is a unified platform that integrates M&A, brand strategy, creativity and digital innovation to unlock the power of its global portfolio. It connects iconic sports, lifestyle, entertainment and media brands with best-in-class partners to optimise long-term value in the marketplace. Generating more than \$29 billion in global annual retail sales, Authentic's brands have an expansive retail footprint in 150 countries, including 13,000-plus freestanding stores and shop-in-shops and 400,000 points of sale.

Authentic's brand portfolio includes Shaquille O'Neal®, David Beckham®, Sports Illustrated®, Dr. J®, Greg Norman®, Neil Lane®, Thalia®, Marilyn Monroe®, Elvis Presley®, Muhammad Ali®, Reebok®, Brooks Brothers®, Barneys New York®, Judith Leiber®, Ted Baker®, Hunter®, Vince®, Hervé Léger®, Frye®, Nautica®, Juicy Couture®, Vince Camuto®, Lucky Brand®, Aéropostale®, Forever 21®, Nine West®, Sperry®, Rockport®, Eddie Bauer®, Boardriders®, Quiksilver®, Billabong®, Roxy®, DC Shoes®, RVCA®, Spyder®, Volcom®, Prince®, Izod®, Van Heusen®, Hart Schaffner Marx® and Thomasville®.

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