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# THE WORLD LEATHER

THE WORLD'S NO 1 MAGAZINE  
FOR THE LEATHER INDUSTRY

**Tannery of the year 2014: Europe**  
**Nothing to Hide takes on myths and untruths**  
**Loake's Goodyear welted: History in the making**  
**Sustainability: Four concepts that need to be addressed**





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## SPECIAL REPORTS

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- 10 **Nothing to Hide** *World Leather* introduces an initiative that sets out to dispel the common myths surrounding leather and the broader industry in a series of 15 articles by world authorities.
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## TECHNOLOGY

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## REGIONAL COMMENTARY: EUROPE

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## TANNERY OF THE YEAR

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- 50 **Wollsdorf** Based in the Austrian city of Graz, Wollsdorf sells 70% of its leather to high-end automotive firms.

## BEAST TO BEAUTY

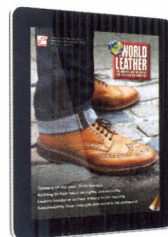
- 60 **Loake** The UK-based Goodyear-welded men's footwear brand is enjoying a surge in popularity and is launching stores around the globe to service demand.



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Cover image: Hand-made shoes from Loake, a British Goodyear-weltd shoemaker established in 1880.

CREDIT: LOAKE



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Best wishes to all readers of **World Leather** for a happy and prosperous 2014

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