

# **Spain/ Espadrillas**

## **Southern Europe**

**David Bautista**

**Chynna Caleb-Nicholson**

**Deja Chamble**

**Miriam Martinez-Lima**

**Guadalupe Soriano**

## Geography

### *Cultural Geography*

Located in southwest Europe Spain is a geographically and culturally diverse country. Spain is composed of a variety of cultures including the Castilians, Basques, Romans and Roma (Gypsies). Each culture has had an influence and left a significant impact on the development of the country and the people who inhabit it. Roman conquerors contributed their languages and roads while the Moors left a legacy of the arts, including fine architecture and lyric poetry, and science (Carr, 2022). The *cultural geography* (Sternquist & Goldsmith, 2018) of Spain consists of various elements developed through the interaction between the natural landscape and humans. This means key characteristics of life can be defined as a result of the environment. In regards to Spain these key characteristics can include work-life balance, concept of time, and other lifestyle attributes such as the importance of religion. The article *Understanding Spanish Culture* (2020) explains how the general culture of Spain promotes the idea of family life over work, along with this Spain is considered a “fluid time culture” placing more importance on personal relationships over work deadlines or schedules. As far as other lifestyle attributes religion is a great part of Spain culture, with the vast majority of the population being Christian. Through time other religions have been explored and practiced which has allowed for a greater amount of diversity in religions practiced in Spain today (Chepkemoui, 2020). Deja

### *Economic Geography*

Spain is ranked number five in Europe’s largest economies, right after Italy (Clark, 2022). The *economic geography* (Sternquist & Goldsmith, 2018) of Spain is quite reliable to do business with as most of their success comes from trading with the United States, importing and exporting goods. According to the ITA (International Trade Administration), many US companies have made investments into certain fields in Spain such as automobiles, chemicals, pharmaceuticals, and industrial machinery (2022). The same is being done by Spain as they have made huge investments into the US making Spain a part of the top 10 investors. Although Spain has a well maintained business relationship with the United States, it’s not the same in Spain itself. Because of the pandemic, unemployment rate has remained high and inflation keeps increasing which is causing Spain to fall behind (Keeley, 2021), but Spain is seeking reforms to get them out of this situation. David

## Climate

Spain is a country located in the western hemisphere and sits approximately 4,447.80 km north of the equator, (Distance, 2022). The climate overall stays at a higher temperature, at a mediterranean climate. Throughout Spain there are about three different climate zones. In the south there is the Csa climate also known as the hot summer Mediterranean climate. This consists of dry summers and warm and wet winters The west has Csb also known for warm summer mediterranean climate which is warm year round with very moist climates as well. Lastly, the remainder of the zone consists of Cbf, similar to csa climate. During the summer, the pyrenees and Cantabria ranges cause Spain's summers to be warm and dry (Harrison, 2022). Due to high temperatures throughout the country, individuals are forced to adapt to the weather and wear lightweight apparel as well as being aware of consistent rainy days, depending on the season in Spain. *Guadalupe*

Global warming has been an issue all around the globe no matter where you are located there is bound to be a conundrum occurring with the climate and the atmosphere. It is one's responsibility to take action towards change. In Spain , the overall weather stays very warm however due to global warming heat has taken a bigger toll on the environment. " Average annual temperatures increased in the Iberian Peninsula in the past five decades, extending the length of summer and the number of heatwave days." (Trade,2022) Spain has taken action to protect the environment and help save their natural resources as well. Conducting a plan/law known as The Climate Change and Energy Transition Law. With these in effect at the start of May 2021, the main long-term objective consists of "climate neutrality and decarbonization of the economy by 2050 with a 100% renewable electricity system", (trade,2022). These plans have taken into effect in order to improve the environment, studying what has occurred in the past and what they can do to prevent these events. *Miriam*

## Natural Resources

The natural resources that can be found in Spain are soil and other mineral resources. Arable land can be seen as one of Spain's most abundant natural resources. Arable land is a helpful resource for farming (Harrison, 2022). Natural resources that can be found in Spain include gold ,silver, lead and copper (Mapping history, 2022). Coal is another mineral resource in which over 4,500 million tons can be found. Other mineral resources include mercury, uranium, and tungsten (Brito, 2022). *Miriam*

## Inter-Relationships Among Country and its Regional Countries

According to Sabalet (2017) relations between Spain and France are very close and fluid; such intense trade relations are adequate as there is geographical and cultural proximity within both countries, in addition to both countries being part of the European Union. These relations not only generate high monetary traffic, large and constant amounts of goods on maritime and road transport, but also a wide variety of contractual relationships supporting all these trade exchanges (Sabalet, 2017). It is evident that there is mutual benefit between either countries. Aside from trade, Spain and France align politically as well. Within each country is confidence, that is driven by law enforcement and judicial cooperation that has aided in the weakening of ETA, and by concrete cooperation projects in interconnections (energy and transport), that is necessary in either country (France Diplomacy: Spain, 2021). Although France and Spain share a border, there is another regional country next to Spain, Portugal.

Inflation has not only impacted the United States. Spain and Portugal have been heavily impacted, as the cost of energy has skyrocketed due to conflicts between Russia and Ukraine. The people of Spain and Portugal were rewarded a mighty victory this past May. The two countries won a so-called “Iberian Exception” that will separate the peninsula's electricity prices, which have wide access to renewable power sources, from the soaring cost of natural gas the rest of the bloc is dependent on (Laurent, 2022). This news is rather interesting considering both countries are part of the EU and are the only countries so far to separate their power source.

Chynna

## Political Risk

*Political risk* is the possibility of an unexpected change that may have an unfortunate effect on the retail industry due to political forces (Sternquist & Goldsmith, 2018). Spain has a general country risk rating of A3 with a business climate rating of A1. These ratings reflect a “long-term investment grade bond of creditworthiness” (Hayes, 2022). Risk rating is an important aspect to consider when looking at a country you’d like to market in because it provides a clear measure of the probability of default. Probability of default not only takes into account the characteristics of the country but the economic environment of it as well. As defined by Coface (2022), a credit insurance business, the A3 rating signifies a secure business environment in which corporate default probability is reasonable on average. In terms of the business climate a rating of A1 status signifies a quality business environment with low risk, where corporate financial information is accessible and reliable and institutional quality is considered very good. Deja

According to Cater, Spain is a democratic monarchy or a parliamentary monarchy which means Spain elects their prime minister and monarch, and has three separate branches such as the Executive, Legislative and Judicial (2022). As mentioned before, the risk in Spain is quite low

which is a good thing as they can do business with other nations. Spain has access to markets and trade in Europe, Middle East and North Africa, also known as EMEA. The United States and Spain also have a strong economic relationship which mostly involves investing with each other (CT. Corporation Staff, 2020). As of now, there are no policies that interrupt Spain from doing business with other nations. David

## Method of Entry

There are different paths when it comes to international expansion. In regards to this business and country the method of entry that might best fit this business venture can include *licensing*, *franchising*, *joint ventures* or starting a *wholly owned subsidiary*. *Franchising* will be important due to the fact that actions benefit the franchisor, the retailer and franchisee. Through this agreement the franchisor allows investors to utilize the retailer's name and provides the franchisee with the training needed to run the business. *Joint ventures* may be considered beneficial because you'll ideally be gaining a partner that is knowledgeable about the target country (Sternquist & Goldsmith, 2018). Specifically this business could possibly consider a *joint venture* with Loewe or Bershka due to their already successful establishment in the country. Finally the initiation of a *wholly owned subsidiary* grants the greatest exposure to the foreign market and while that may result in higher risk, it allows for each subsidiary to maintain its own management structure, customers and corporate culture (Kenton, 2022). Deja

According to Sternquist (2007), retailing formats go through four stages: introduction, growth, maturity, and decline (p. 10). As one is going through the process of developing or creating a product in Spain, the stage of retail would be the introduction stage as the other stages are far more developed. The introduction phase ideally brings awareness to and highlights the necessity for the new product to potential customers. This is crucial to marketing our product because it ultimately introduces our product to a broader scale in the hopes of gaining a reliable consumer base. Chynna

## Standard and Adaptive Products to Retail Internationally or Globally

When choosing a standard/adaptive product, we decided to not select a product that would disrespect Spain and its long standing religious beliefs/practices. Shoes are a staple item that the majority of the population wear and the most sensible shoe is the espadrille, as "Spain is considered the birthplace of the espadrille" (Ramzi, 2022) cited. The first time the word espadrille was written into history was in 1322 per a Catalan text using the word "espardeñas" (Lever, 2017) cited. What is most interesting is that in 1927 a Catalonia espadrille factory called Castañer was founded and the family owned factory supplied footwear to Republic soldiers during the Spanish Civil War (Burney, 2018). As time progressed, well known designers started

adding their own spin to the shoe. One designer in particular altered an interesting section of the shoe. According to Carter (2022) cited , “by the 70’s the fashion houses had cottoned onto Castañer and its handcrafted jute shoes, and Yves Saint Laurent commissioned the family to produce the first espadrille wedge, now known as its signature Carina styles”.

## Population & Demographics

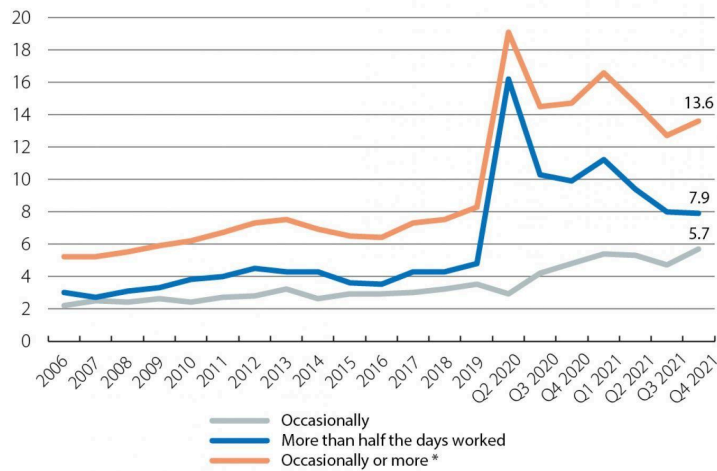
Over the past two decades, Spain’s population has seen an increase. According to the World Bank, Spain’s population in the year 2000 was over 40.5 million and by the end of 2021 it was over 47 million, a huge difference (2022). As mentioned in the World Population Review (2022), Spain’s population in 2011 reached its peak of 47.08 million. Currently Spain’s population is around 47.2 million, according to the US Census Bureau (2022), not much of a growth since 2011. The disturbance in Spain’s population growth could have been a tragic result from the COVID-19 pandemic.

Since Spain’s population is large, it is a diverse country. According to Index Mundi, Spain has four major groups and they are Spanish, Moroccan, Romanian and Other. The leading group is Spanish which is 84.8% of the population, the second leading group is Other which accounts for 12.3% of the population, and the last two groups are Moroccan (1.7%) and Romanian (1.2%) that make up the Spain population (2022). The age range for these groups are between 0 and 82 because 82 is the average life expectancy in Spain as mentioned in the World Bank for both males and females (2022). Females tend to outlive the males as the life expectancy for females is 85 and the life expectancy for males is about 80 (O’Neill, 2022). As a result, the female population is 24,195,806 and male population is 23,236,999 (Romero, 2022). According to INE (Instituto Nacional de Estadística), the total number of marriages in Spain are 147,823 (2022) and each family has about 1.3 children as stated by the US Census Bureau (2022). In the year 2020, the average household income was 30,690 euros which, at the year of 2020, would convert to around 37,000 usd (Romero, 2022). With that being said, the number of people with a tertiary (or college level) degree has increased to 49% in 2021, a 15% increase from the year 2000 according to OECD (2022). David

## Technology

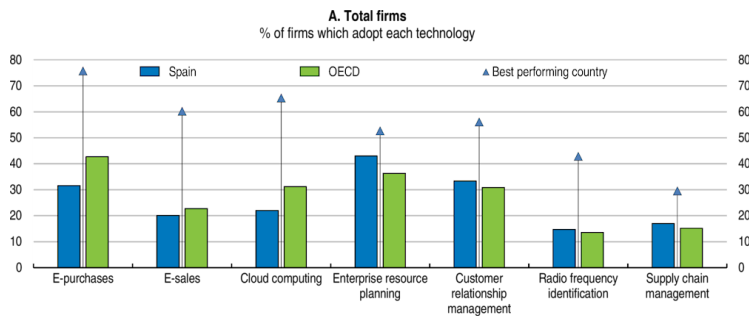
Technology overall has made a drastic impact in today's society, everything revolves around technology. In Spain, the demand for technical goods has increased. During the pandemic a lot of individuals had to resort to going full remote for every aspect of their lives, whether it was with school, work, shopping etc. The chart below shows data throughout the years and how employment took place.

**Spain: employees who telework**  
(% of total employees)



Note: \* The orange line is the sum of the blue and grey lines.  
Source: CaixaBank Research, based on data from the National Statistics Institute.

As technology takes over the twenty-first century, many industries have learned to adapt to such changes. Individuals have also learned to adapt with technology, In electronic commerce there has been an increase. In Spain alone approximately fifty nine percent of consumers have shopped online in the last year and twenty-five percent of consumers make a purchase online every week (Gallo, 2022). E-commerce sales again has overall increased changing the way businesses run and manage themselves online and even in store. The chart indicates the increase of digital technology in Spain in comparison to another Spaniard country. *Guadalupe*



Source: OECD, ICT Access and Usage by Businesses (database).

StatLink <https://doi.org/10.1787/888934232827>

## Culture

*Culture*, also known as *Primary Socialization* is a term used to describe symbols and meanings in society, classify the world around us; gender, religion, ethnicity, region, social class and religious influence (Sternquist, 2007, p. 88). Evason cited (2018) states that, “Spaniards identify a cultural difference between rural and urban dwellers, with the former being more religious and socially conservative. Those living in smaller towns and villages tend to enjoy a slower pace of

life. Meanwhile, the major cities are densely populated”, which showcases how the way of life for people living in Spain varies.

Food and eating is something that brings everyone together. With the combination of bordering countries and the Iberian Peninsula, the dishes in Spain mirror just that. Meals that represent Spain’s culture include, *Fideuá*, a seafood noodle dish that is similar to *paella*, Iberian ham called *Jamón*, a bean stew known as *Fabada*, fried potatoes paired with a spicy sauce known as *Patatas Bravas*, cold tomato soup is called *Gazpacho*, and a popular fried Spanish dessert known as *Churros* (Godoy, 2021). With bordering countries and evident influences within food, one can only wonder if Spain is considered *multicultural*?

*Multiculturalism* is a number of cultures within a country's border (Sternquist, 2007, p. 89), so the answer to that question is yes! According to Corbalán & Mayock (2014, p. 162), as an influx of immigrants has entered Spain, they have fed the country's glocality as this has caused a *multicultural* reconfiguration within Spain and its capital Madrid. It is also important to know how and why Spain is considered a *high context* culture. *High context* is when the meaning of words depends on the situation (Sternquist, 2007, p. 89). In Spain, there is more physical contact in an effort to show emotion within verbal communication, as family is more important (Guasch, 2016). According to Kumar (2018), “the context of a conversation is just as important as what you are saying; who you are, where you're from, your motives, [and] the emotions you might be expressing”.

Spain has about 14 special holidays/celebrations that take place every year. Sadler (2018) cited lists a few of the most popular celebrations including the following:

*Semana Santa* (Holy Week) commemorates the Passion of Christ in the Catholic tradition the week before Easter. *Carnival* in Spain may be small in size, but each February the island hosts the largest Carnival celebrations in the world after Rio de Janeiro in Brazil. For two weeks, you’ll find street parties packed with revelers in colorful costumes dancing into the earliest hours, plenty of loud music to keep them moving and the vote for the carnival queen from a number of contestants who show off their elaborate outfits. [During] *La Tomatina*, everyone gathers and an hour-long fight ensues, with tomatoes being smashed before they are thrown to limit injuries. *The Fallas Of Valencia* commemorates Saint Joseph, the patron saint of carpenters. [During] *Dia de los Reyes Magos*, children leave a shoe out for the Three Kings and awake in the morning to find the presents near their shoes.

It is quite evident that religion is extremely important throughout all of Spain. Compared to the United States, celebrations in Spain, for the most part, are not restricted to one day, but rather a few days.

The family structure in Spain has progressively shifted as times continue to change, whilst still holding on to certain values. In Spain, time management is not important to the Spanish. Family, safety, integration, recognition, and love are what is important (Palumbo, 2021). Time in Spain is not only restricted to getting tasks and errands done. During extremely hot days, mid day naps



called *siestas* would be taken by farmers to avoid the hot sun (Jones, 2018). Eventually, the people of Spain began napping after their lunches, unintentionally changing the intended purpose of a *siesta*. Chynna

## Economy

According to an entry in “2022 Index of Economic Freedom”(2022) Spain's economic portfolio incorporates not only a vast tourism industry but manufacturing, financial services, pharmaceuticals, textiles and apparel, footwear and chemicals. According to the World Bank Group (2021) Spain has a recorded *gross domestic product (GDP)* of \$1.43 trillion. This provides an estimate of the size of Spain’s economy and its calculated value of all goods and services produced in Spain. The European Commission gives a deeper understanding on the effects COVID-19 had on the overall economy of Spain, in which the GDP decreased a record 10.8% (2022). However, following the initial impact of the pandemic, 2021 found Spain’s GDP growing 5% and is forecasted to continue to grow an additional 7% for this year through the revival of the services sector (*Labour market information: Spain 2022*).

### *Factors of Production*

The *factors of production* or assets of the country to be considered include *land, labor, capital* and *entrepreneurship* (Sternquist & Goldsmith, 2018). Based on the evaluation presented in the World Bank (2021) Spain has a recorded 37.2% of forest area. This categorization of *land* (Sternquist & Goldsmith, 2018) is considered a vital part of natural economies and provides a vast range of raw materials and environmental goods. With that being said Export.gov explains, Spain has been able to initiate multiple renewable energy projects throughout the country with a large source of electrical generation being wind energy. In terms of *labor* (Sternquist & Goldsmith, 2018) Spain reflects a strong labor factor with labor intensive industries including apparel manufacturing. Traditionally, Spain represents a significant export market with US exports of goods and services to Spain valued at 21.9 billion dollars in 2021 according to the International Trade Administration (2022). However following the COVID19 pandemic Spain has a high structural unemployment rate with early figures for the first quarter of 2022 at 13.65% (*Spain-Market Overview 2022*).

In terms of *capital*, Spain may be considered to have a *strong capital factor* due to the fact that the country is heavily invested in, has resources to offer entrepreneurs and has a stable political system.(Sternquist & Goldsmith, 2018) Spain is engaged in international trade and home to multinational companies placing “high priority on Latin America’s commercial and economic situation”(Spain-Market Overview 2022) through investment, language, immigration, and cultural ties. Based on information obtained through the International Trade Administration (2022), “Investment plays a key role in the bilateral economic relationship,” with many major U.S companies present in Spain, especially in the industrial sector, which includes automobiles,

chemicals, and industrial machinery. Spain has presented itself as an environment for emerging companies. *Entrepreneurship* which refers to creative ideas and management or how people look for opportunities (Sternquist & Goldsmith, 2018) are vital to Spain's economy. A BBVA article (2021) explains the importance of the push for innovation and the effects it will ultimately have on the economy by stating, "This strategy advocates the challenge of productivity as a guarantee of greater resilience to situations of crisis, and to strengthen economic growth." Deja

### *Barriers of Trade*

Spain is a world leader in apparel retail with Zara being recognized as the world's largest apparel retailer known for fast fashion. (Sternquist & Goldsmith, 2018) According to Statista (2022) apparel and fashion is one of the most revenue generating e-commerce sectors in Spain producing a reported \$7.4 billion. Deja

Trading goods and exporting in Spain often comes with barriers. Barriers to trade with Spain include added tariffs, restrictive standards and embargo. Spain limits the amount of items which enter their country by including quotas. Spain imposes tariffs to ship items into their country. For example, "Total costs to clear customs are between 20 to 30 percent of the shipment's value (Export, 2022). In order to ship into Spain you must pay an *Ad Valorem*, which in this case is 20 to 30 %. Not only does Spain add tariffs to their goods, but holds restrictive standards in their country. Spain follows certain laws and regulations when it comes to trading.

### Labor & Employment Practices

Spain's labor and employment has had an impact on its country. Reaching out to other countries in order to obtain employees. Spain is currently seeking immigrants from other countries due to the lack of a labor force in their own country. According to Soto (2022), Spain is low on its labor force due to the fact that those living in Spain are searching for jobs that match their skill sets. Spain's youth unemployment is not willing to work at jobs that have low wages for jobs for their level of skill sets. Therefore, Spain is looking to make it easier for foreigners. According to Anouar (2022), Spain has granted Spanish visas for those from Morocco in order to allow them to work in the agriculture operations. Not only did Spain grant visas to those in Morocco, but the Spanish Council of Ministers agreed to reform immigrations laws. To make the recruitment process easier for foreign workers. In order to help increase agricultural and industrial operations in Spain.

Barriers to trade in Spain include *restrictive standards*. According to the International Trade Administration (2022), "Spain is a price-sensitive market, therefore and foreign goods should follow EU and local standards." This would allow for Spain to know what enters their market and have a standard for all goods that are exported and sold. Miriam

## 9. Fiber, Fabric & Apparel Production

Known for creating spinning, weaving, clothing as well as dyeing and finishing machinery, one of the largest industries in Spain are textile manufacturing and textile machine manufacturing (Madison,2022). This includes having companies dedicated to the research and development for textile creation. *Deja*

### *Fiber*

Espadrille can be considered a high-quality eco-friendly product that comes from natural fibers. The jute is what makes the shoe unique, it can be molded to a preference of design such as the style of braid. The fiber can always be modified whether it is dyeing the fiber or bleaching. (Lupe) Typically a fiber known as jute or one very similar is used for the sole of the espadrille. Jute is a natural fiber that derives from the jute plant, making the fiber biodegradable (Erikson, 2022). To attach the sole to the remaining portion of the shoe, cotton thread or embroidery thread would be used to flaunt the well-known espadrille stitch. *Chynna*

### *Fabric*

The fabric used for the upper portion of the shoe would be canvas and cotton. Canvas is a fabric that can be painted on and that gives us leverage in offering one of a kind shoes. Cotton is extremely breathable as espadrilles are worn during summer months and in warmer climates. To add texture and historical references, blackwork could be stitched anywhere on the shoe. According to Batho (2016), during the 8th century, Moors traveled to Spain and the Spanish were taught a combination of back stitches and double running stitches, now known as blackwork. *Chynna*

### *Apparel Production*

In the past Spain struggled to innovate and adapt to the changing textile industry technologies, however fast fashion was able to effectively combat their struggles “giving the Spanish textile and apparel industry low-risk opportunities to innovate and incorporate new manufacturing design aspects” (C, 2019). As mentioned in a BizVibe article, fast fashion is inexpensive to produce and while it does not typically have a very long lifespan it has become popular due to its affordability with respect to current fashion and textile trends (2019). *Deja*

## Distribution & Consumption

The espadrille is a gender neutral shoe but are mostly worn by women than men (Christensen, 2022). Espadrilles are mostly worn in the summer but they can be worn all year

round because of “it’s easy-to-wear utility shoe” (“A History...”, 2015). Many people such as the average person down to farmers and rural workers wear espadrilles because of its comfort and how cheap they are made which means anyone can wear them and doesn’t need to be targeted to one certain group (Grondal, 2018). Our espadrilles are different from the competition because we offer ready-to-wear espadrilles and made-to-order espadrilles, and we allow the customer to have full control of the customization process.

We plan to distribute our espadrilles through large chain stores and small shops, but we’ll focus more on large chain stores as 60% of Spaniards decide to purchase from large chain stores than small shops (Trenda, 2022). We plan to open a couple of our stores throughout Spain, have our espadrilles in small shops and giant shops like El Corte Ingles (located in Spain) because it’s placed third in the worldwide ranking of department stores and first in Europe’s department stores (Navarro, 2018). In addition to being brick and mortar, we will advertise and sell our products online as well due to how much of the internet is used in Spain. We plan to advertise online because according to the Statista Research Department, Spain is 12th in the digital advertisement market worldwide and more than 85% of its population have access to social media networks (2022). With that being said, we will use the social media platforms WhatsApp, Facebook, and Instagram to advertise our product as those are the top social media platforms being used, according to the Statista Research Department (2022). David

## Import/Export Trade Policies & Practices

### Trade Policies & Practices

Spain’s trade practices include the *theory of absolute advantage*, adding *tariffs* to their goods, as well as *international* and *global trade*. Spain belongs to the EU trade system, in which anyone who would like to export and import would have to follow the EU taxation and Customs Union. Not only does Spain follow the EU trade system they also have their tariff classification, also known as the Binding Tariff system (Austrade,2022).Spain’s trade policies and practices consist of extensive rules and regulations. Spain prohibits trade which includes exporting and importing to countries which includes Iran and North Korea( ITA, 2022). Items including agricultural products, explosives, seed oil, gold, are just some of the products which are prohibited in Spain . These products are either prohibited and or require an import licensing requirement and are subject to authorization by the Ministerio de Hacienda (Austrade,2022). Spain is relatively strict when it comes to what they are bringing in and out of their country. Therefore , Spain has implemented all these laws and policies in their country. *Miriam*

### Imports

In order to import into Spain there are *tariffs* that one must pay. Those *tariffs* include food and agricultural products. The tariffs average for food and agricultural products ranges from

32.3% to 11.8%. Clothing tariffs are 11.6% of the total (WITS Data,2022). Implementing *protective tariffs* on clothing and textiles helps stop businesses which are exporting certain goods to other countries. Benefitting countries in which are exporting the products

Spain is limited to their resources therefore must rely on importing certain goods to their country. For example, Spain imports Crude oil, steel, textiles and fabrics. According to Spain's Crude Petroleum imports are worth 15.8 billion. (Santander Trade, 2022). Spain is exporting of their textiles and fabric. According to data, Spain has imported \$6.2 Million dollars' worth of textiles and clothing into their country (WTS Data,2020). Spain imports from countries that are part of the group of seven, that includes France, Germany and Italy. Spain has an *absolute advantage* when it comes to producing espadrilles, they specialize in creating and authentic espadrilles Importing espadrilles to Spain, would make those potential customers willing to purchase our espadrilles walk away. Espadrilles originate from Spain. Importing espadrilles from another country would make Espadrilles unauthentic. Our potential clients would look elsewhere to find an espadrille. *Miriam*

## Exports

### Top 10 Export Countries

Country	Export USDS
France	\$49,138,802,974
Germany	\$34,767,304,643
Italy	\$25,988,832,134
Portugal	\$24,523,329,103
United Kingdom	\$22,016,845,636
United States	\$15,383,386,540
Netherlands	\$11,004,431,764
Morocco	\$9,534,025,050
Belgium	\$9,282,706,615
China	\$7,613,577,284

Spain's economy has a high maintained and developed market. When it comes to exporting,

Spain produces at an estimate of \$330 billion worth of goods. Statistically making Spain the “fifteenth largest export economy in the world”. Products provided by Spain varies on where the product is going and how much is being exported. However, as a whole Spain is known to export products such as, refined petroleum at an estimate of \$13.3 billion. As of August 2022, Petroleum has been the fourth most exported good coming from Spain.

Vehicles and motor accessories have had a total of \$9.14 billion in exports in Spain, making motor vehicles and accessories the third most exported goods from Spain. These products have mainly been exported to locations such as France, Germany, Portugal, and Morocco. (Lupe)

When it comes to motor vehicles and accessories Spain’s competitors are:

- **Germany**, \$54.6B
- **China**, \$32.1B
- **United States**, \$31.9B

## reference Tab

## Product Tab

Getting involved with the culture of Spain lets bring the focus to our product the espadrilles. Espadrillas come from the French also known as Alpargates in Spanish. It is a shoe that has a sole which is made of jute, vegetable fiber from a *Corchorus* plant, or a fiber-like rope. The shoe itself has a flat bottom which can have a platform or wedge look. The shoe has become a staple piece for those in a warm weather climate.

Dating back to as early as the 1300s, originated in Spain in the areas of the Pyrenees. The shoe is a traditional footwear worn for traditional dances of Catalonia. Back in the day, these shoes were worn by peasants because of how cheap it was to produce the shoe. Many wore them during the civil war in order to identify their social class. After the war, many colonizers began to wear them making it a trend and creating more comfort and style for the shoe.

Today, our shoes can be worn as you please whether it is styled with a skirt or pants, dressed up or down. You can enjoy casual walks to the park, beach, etc while still being able to express

yourself. Creating a beautiful chic look with the shoe can be easily paired with any outstanding accessory. (lupe

Your actual product if necessary if there is a sizing chart you must add

### Men's Size Chart

US	6	6.5	7	7.5	8	8.5	9	9.5	10	10.5	11	11.5	12	13
UK	5.5	6	6.5	7	7.5	8	8.5	9	9.5	10	10.5	11	11.5	12
EUR	39	39.5	40	40.5	41	41.5	42	42.5	43	43.5	44	44.5	45	46
IN.	9.3	9.5	9.6	9.8	9.9	10.1	10.3	10.4	10.6	10.8	10.9	11.1	11.3	11.6
CM.	23.5	24.1	24.4	24.8	25.4	25.7	26	26.7	27	27.3	27.9	28.3	28.6	29.4

### Women's Size Chart

Note: To go from a men to women size, please go down two sizes.

Ex: Size 8 in men = size 6 in women

US	4	4.5	5	5.5	6	6.5	7	7.5	8	8.5	9	9.5	10	10.5	11	11.5	12
UK	2	2.5	3	3.5	4	4.5	5	5.5	6	6.5	7	7.5	8	8.5	9	9/5	10
EUR	35	35.5	36	36.5	37	37.5	38	38.5	39	39.5	40	40.5	41	41.5	42	42.5	43
IN.	8.2	8.3	8.5	8.8	8.9	9.1	9.3	9.4	9.5	9.7	9.9	10	10.2	10.3	10.5	10.7	10.9
CM.	20.8	21.3	21.6	22.2	23	23.5	23.8	24.1	24.6	25.1	25.4	25.9	26.2	26.7	27.1	27.6	28.1

### Kids Size Chart

US	3.5	4	4.5	5	5.5	6	6.5	7
UK	2.5	3	3.5	4	4.5	5	5.5	6

EUR	35.5	36	36.5	37	37.5	38	38.5	39
IN.	8.6	8.8	9	9.1	9.3	9.5	9.6	9.8
CM.	21.9	22.2	22.9	23.2	23.5	24.1	24.4	24.8

## Transaction & Customer Service Tab

Payment Methods: ApplePay, GooglePay, PayPal, Visa, all MAJOR credit cards (Mastercard, American Express, Discover)

Return Policy:

All items are FINAL SALE as every pair of espadrilles are made to order and specifically made for each customer.

Shipping:

Customer Service:

+3428786637 (Spain)

CustomerService@EstiloEspana.com



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