



No
Nonsense
CDM Ltd

GINA

World renowned luxury foot-wear manufacturer Gina shoes was established by master shoe-maker Mehmet Kurdash in 1954 with one clear aim - to create beautifully glamorous handmade footwear.

Mehmet envisaged his life's work as artistry, dedicating himself to beauty. He never compromised on quality, crafting his designs from only the finest material. Today, Mehmet's sons Attila, Aydin and Altan continue this fine tradition and are the driving force behind the exquisite Gina range.



In 2004 Gina Shoes celebrated their Golden Jubilee when celebrities and fashion names including Jodie Kidd, Sophie Anderton, Lady Victoria Hervey and Jamie Winstone partied at the *Dorchester Bar* in London.

By 2011, and with established boutiques in Mayfair, Knightsbridge and Dubai the time was right to move to a new manufacturing base.

A 4000 square metre industrial unit was acquired in North London and top architect Ted Walters appointed to design high tech, state-of-the-art facilities.

The site had been vacant for some time and had been used for Raves and as a squat, so a major clean-up operation was required before the main work could even commence.

Gina Shoes took the Role of Principal Contractor and brought in appropriate expert advice, including *No Nonsense CDM*.



Construction started in Spring 2011 and continued throughout the year with full occupation in November.

Numerous challenges including design changes and additional works were encountered and managed through a proactive and pragmatic team approach.