



EMU Australia – A Brand with Soul, Nature, and Global Potential

Natural Comfort. Crafted Style. Inspired by Australia.

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Born along the wild and beautiful Great Ocean Road in Victoria, Australia, **EMU Australia** has been crafting footwear for more than 25 years. What began as a heritage brand rooted in the natural properties of Australian Merino wool has evolved into an internationally recognised name for **premium lifestyle footwear** that blends **authentic materials, craftsmanship, and modern style**.

Brand Identity & Background

- **Authenticity at its core:** Every pair of EMU Australia shoes is inspired by nature and designed with a philosophy of natural innovation. The brand is synonymous with **Merino wool, sheepskin, and sustainable materials**.
- **Global footprint:** We are present in more than 70 countries, with a strong network spanning Europe, North America, and Asia.
- **Premium positioning:** Unlike mass-market comfort brands, EMU Australia balances **heritage and contemporary fashion**, appealing to consumers who want both **style and functionality**.
- **Sustainability focus:** With growing consumer demand for natural, durable, and responsibly sourced products, EMU's DNA resonates strongly with today's market trends.

EMU Australia =

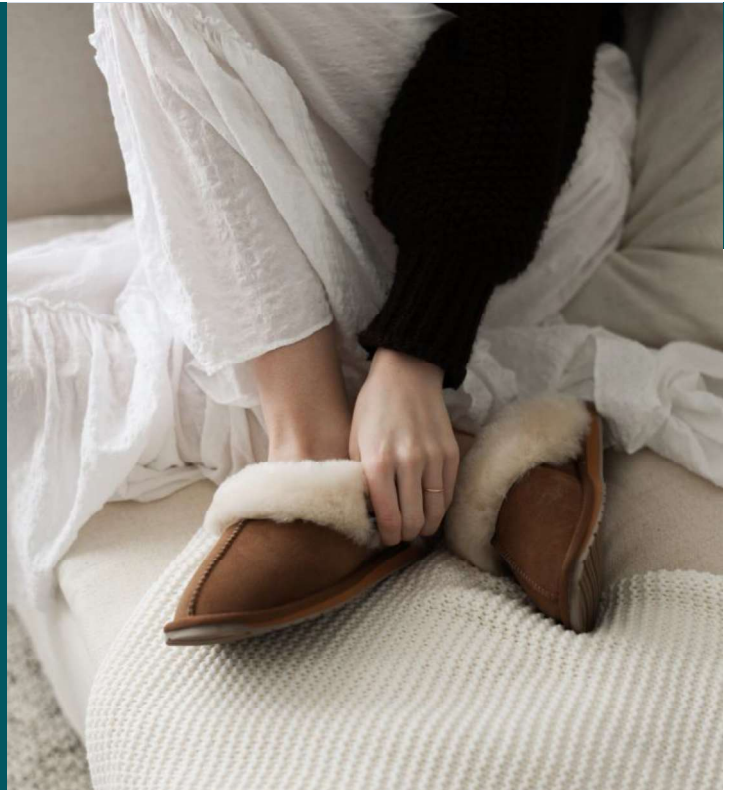
We are inspired by innovating with natural and sustainable materials to create quality products that last.

EMU Australia is an aspirational brand for consumers who care about the planet.

We started out with a simple idea, and probably the best: that nature is the best inventor and we are just following her lead. Simple.

Founded in 1994, we draw inspiration from our home, the Australian life & landscapes, incorporating natural & sustainable materials into our creations.

Our approach is more than just making footwear. It's a lifestyle dedicated to feel good, at all times, unapologetically. We call it #TheEMUWay



The Heart of the Brand

- **Australian heritage with global flair:** EMU Australia embodies the relaxed, stylish Australian lifestyle—freedom, nature, and quality. This authentic identity has a wonderful international appeal.
 - **Timeless comfort meets modern design:** Our footwear is versatile: from iconic sheepskin boots to sneakers, slippers, and sandals—always designed with comfort, durability, and natural fibres.
 - **Trusted yet aspirational:** Consumers know EMU Australia for its quality; the brand is increasingly building visibility among younger, style-conscious buyers who seek **natural luxury** over synthetic fast fashion.
 - **Emotional connection:** Wearing EMU Australia means embracing a lifestyle of comfort, authenticity, and natural living. That emotional dimension allows a deeper connection with consumers and takes the brand beyond just footwear.
 - **Sustainability at our core.** EMU Australia's sustainability message is not just a marketing strategy; it's a deeply ingrained philosophy. RECOGNISED WITH GLOBAL ACCOLADE. By prioritising the use of **natural & renewable materials**, implementing **eco-friendly manufacturing processes**, and focusing on product **longevity & circularity**, EMU is setting a standard for the footwear industry.
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Force of Nature

Beyond just materials, we celebrate the positive power of nature in our lives



Power of Simplicity

Beyond innovation and comfortable feet, we show the effect purposeful craft has on our lives



Owning Comfort

The best comfort is our own. A safe space where people find their core identity and innovate in a way that's true to who they are



Timeless Inspiration

Beyond seasonal trends, we inspire our audience with understated and comfortable styles that stand the test of time

The Opportunity in Germany

Germany is one of Europe's most dynamic markets for **premium casual and lifestyle footwear**. Several factors make this an especially exciting growth chapter:

- **Consumer alignment:** German consumers value **quality, sustainability, and natural products**—all core strengths of EMU Australia.
- **Retail landscape:** From premium department stores to lifestyle boutiques and digital platforms, there is ample room to strengthen EMU's visibility and availability.
- **Growth trajectory:** EMU Australia has ambitious plans to **double its European business in the next 3–5 years**, and Germany will play a central role in achieving that vision.
- **White space potential:** Opportunities exist to expand beyond traditional sheepskin/winter ranges into **year-round categories** like sneakers, sandals, and slippers—broadening consumer engagement.

OUR COMMITMENT TO OUTSTANDING QUALITY

As the Sheepskin Trend keeps growing, we are proud to see that our customers highly appreciate the premium quality of our products.

Our Australian sheepskin & Merino wool products are accredited with the Woolmark logo which gives consumers the confidence that our product is made of natural, renewable and biodegradable materials and meets the high-quality standards of the Woolmark Company.



Job Description

Junior Sales Manager West Germany (m/w/d) – EMU Australia

Reports to: Sales Manager Germany

The Role

We are looking for an entrepreneurial **Junior Sales Manager/Account Manager West Germany** to drive growth and strengthen our wholesale presence in this key market. Reporting directly to the Sales Manager Germany, you will manage and develop the independent account business.

Key Responsibilities

- **Wholesale Growth:** Build and execute the West Germany wholesale business in line with European ambitions.
- **Account Development:** Identify and develop the independent and regional key account business.
- **Market Expansion:** This role will have a strong emphasis on identifying unlocking new opportunities across premium retailers.
- **Brand Advocacy:** Ensure the brand's values—authenticity, comfort, and natural innovation—are consistently represented in Germany.
- **Performance:** Deliver on sales and profitability targets while providing regular market insights.

What Makes This Role Exciting

- **Growth journey:** Join at a pivotal moment, as the brand accelerates its expansion and broadens its year-round product offering.
- **Entrepreneurial scope:** A chance to combine strategy and hands-on execution in a collaborative, people-centric culture.
- **International exposure:** Work closely with European leadership and contribute to wider initiatives beyond Germany.
- **Flexibility:** This person will work from home visiting customers 3-4 days a week. They will be part of a small but wonderful & dynamic team in Germany with weekly team interaction and planned activities every month.
- **A fully expensed** car will be provided.

Profile We're Looking For

- Ideally some experience in the fashion industry or wholesale would be desirable. However, we are happy to consider candidates who might not have the experience and we will provide comprehensive training.
- Most importantly, we are looking for personality and attitude. If you are enthusiastic, highly personable, engaging and love developing relationships and going the extra mile – that is exactly what we are looking for.
- Entrepreneurial mindset with commercial acumen.
- A driving license is necessary as this person will be travelling to visit customers every week.
- Fluent in **German and English**.

In Summary.

EMU Australia is not just another footwear brand—it is a **story of nature, lifestyle, and authenticity** with global potential. For the right candidate, this is an opportunity to join a brand that combines **heritage and innovation**, and to play a pivotal role in writing EMU Australia's next chapter in Germany.

If you are interested in this opportunity, please send your CV to **patricia@mayasearch.com**.

Employment Conditions

- Full-time position
- Permanent employment contract
- Home-based, with customer visits approximately 3-4 days per week
- Competitive base salary, depending on experience, plus performance-related bonus
- Fully expensed company car