

Stepping through time



Celebrating 120 Years of British shoe care heritage with Cherry Blossom

As Britain's oldest shoe care brand prepares to mark its 120th anniversary in 2026, Cherry Blossom stands as a testament to enduring excellence and innovation. Since it was founded in 1906, the company has helped generations care for their footwear — from welcoming the 1911 Crystal Palace Festival of Empire goers, to supporting modern-day city workers — proving that quality never goes out of style.

Over 12 remarkable decades, Cherry Blossom has evolved alongside the nation's shifting fashions, lifestyles and materials. Yet through every era of change, one thing has remained constant: its commitment to protecting and prolonging the life of footwear, allowing people to shine with confidence.

From humble roots in Edwardian London, Cherry Blossom began as a family-run enterprise producing traditional polishes and waxes for leather boots. At the time, Britain's growing industrial and military strength demanded reliable shoe care that could withstand mud, grit and rain. Cherry Blossom rose to the occasion, supplying servicemen and working professionals with premium formulations that protected and restored leather in even the harshest conditions.

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Britain embraced new materials and modern fashions, the brand adapted its range — developing liquid polishes, instant shine applicators and protector sprays to keep pace with changing footwear trends.

Its commitment to quality and convenience ensured that Cherry Blossom remained a trusted staple in family homes across the country.

In 2026, Cherry Blossom celebrates its 120th anniversary, meaning a chance to indulge in a little nostalgia and to celebrate how far the brand has come. While the familiar shiny red tins of polish remain iconic, Cherry Blossom's modern formulations reflect the needs of today's consumers, who value both performance and sustainability.

The brand continues to lead the shoe care market with eco-conscious

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innovations, including water-based solutions and solvent-free formulations that deliver exceptional results without compromising on environmental responsibility. With its headquarters based in the heart of Derbyshire, every formula is quality controlled and tested to rigorous standards — ensuring the same level of trust that customers have relied upon for generations.

Cherry Blossom's product range supports every material and lifestyle, from premium

leather Oxfords and suede ankle boots to party heels and casual trainers.

Its comprehensive approach to care — clean, protect, restore, nourish and refresh — allows footwear to not only look its best but

last longer, reflecting the increasingly sustainability-conscious consumer.

Over the decades, the way people wear and value their footwear has changed dramatically. From the polished brogues of the 1920s to the colourful trainers of the 2020s, Cherry Blossom has remained at the forefront, continuously evolving to meet the demands of new generations whilst always remaining loyal to its traditional customers, too. Cherry Blossom's shoe care products are manufactured to guarantee quality and performance. The range also offers quick, effective solutions that easily fit into the routines of busy modern lives.

Use code **CHT2530** at checkout for **30% off Cherry Blossom's website**. Offer ends **1 January 2026**

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The brand's longevity isn't just about product innovation, but about understanding how people live, move and express themselves through their footwear. That understanding has allowed Cherry Blossom to remain relevant for more than a century, quietly protecting the nation's shoes through every step of its journey.

As Cherry Blossom steps into its 120th year, the brand continues to uphold its founding values of quality, reliability and British heritage while continuously adapting to meet the current demands of the footwear world. In 2026, Cherry Blossom invites customers old and new to celebrate this extraordinary milestone: 120 years of caring for the shoes that carry Britain forward. Because, while trends come and go, trust, quality and expertise — like a great pair of shoes — always stand the test of time.

Cherry Blossom: proudly caring for Britain's shoes since 1906.



For further information

Visit: cherryblossom.co.uk
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 **cherry blossom®**