

ABOUT US

Written by Administrator

Monday, 11 August 2008 08:42 - Last Updated Monday, 31 October 2011 16:12

HISTORY

Leon Grupo was founded in Taiwan as Leon & Fashion corp. in 1977.

With over thirty years of experiences, the group has grown from a local trading company to a full-service group with offices, showrooms well positioned across Greater China. established in Taiwan 34 years ago and headquartered in Taipei.

Founded in 1977 by Vincent Kuo, a Taiwanese engineer, who decided to start his own business after years working in a trading company.

1977: Opening the first office in Taipei (Taiwan) under the name of “Leon & Fashion Corp.”

Production line was exclusively within toy industry and products were manufactured in Taiwan for years of experiences.

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1980's: Leon & Fashion Corp. increases its presence in America, with customers in Mexico, Brazil, Argentina and U.S.A. The toy industry was developing fast, and Italy had the biggest toy industry in Europe. L&F Corp. started to do business with customers in Italy.

Products were created and manufactured in Taiwan.

L&F Corp. opens new office in The World Trade Centre of Taipei.

1990's: Leon & Fashion Corp. designs and creates novelties for the toy industry.

-Sizzlers, water yo-yo, magic spring, tricky worm/squirmles and splat ball. Water yo-yo is a best selling product in Europe and America with orders that exceeded the million pieces.

Toys are created and produced in Taiwanese factories.

Leon and Fashion Corp. strengthens its presence in Europe and Asia-Pacific region. Customers from Spain, France, Germany and the U.K. in Europe, and the Philippines or Japan in Asia, become business partners. This business relationship continues until now.

2000's: Business moves to Chinese factories. Products are manufactured in China and some of them still in Taiwan.

L&F Corp. opens its first office and showroom in DongGuan (China) in 2001. Some years later, in 2005, opens a second office, in Zhejiang, where establishes a Quality Control department to facilitate tests and inspections of the products manufactured in the area.

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Presence in Asia-Pacific region increases with business partners in Australia.

Leon & Fashion Corp. becomes Leon Grupo.

In May 2011, a new office and showroom opens in Shantou (China).



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