

BUCKETFEET BRAND OVERVIEW

2015 / 2016





THE MISSION

BUCKETFEET EXISTS TO CONNECT PEOPLE THROUGH ART

A different artist designs every shoe we make to create products that tell a story.



THE STORY

BUCKETFEET'S BEGINNINGS

A pair of hand-drawn shoes exchanged between two strangers traveling through Argentina is where our story begins. As the Co-Founder Raaja wore Co-Founder Aaron's custom shoes across the globe, they sparked thousands of conversations in countless countries.

Convinced of art's power to bring people together, Aaron and Raaja joined forces to launch BucketFeet in 2011. Today, we connect people through art by making shoes with a real person, place, and story behind them. With over 30,000 artists the world over, BucketFeet is more than a brand—it's a movement.

ARTISTS ALL OVER THE WORLD



Kelsey Archila
Long Island, NY • Illustrator



Jose Mertz
Miami, FL • Painter



DJ LU
Colombia • Street Artist



Pamela Gallegos
Peru • Graphic Designer



Ignateva Irina
Russia • Graphic Designer



Kay Shimizu
Japan • Digital Artist



Asu Ceren
Turkey • Multimedia Artist



Ladislav Chachignot
France • Illustrator



30,000 artists are members of the BucketFeet Artist Network.

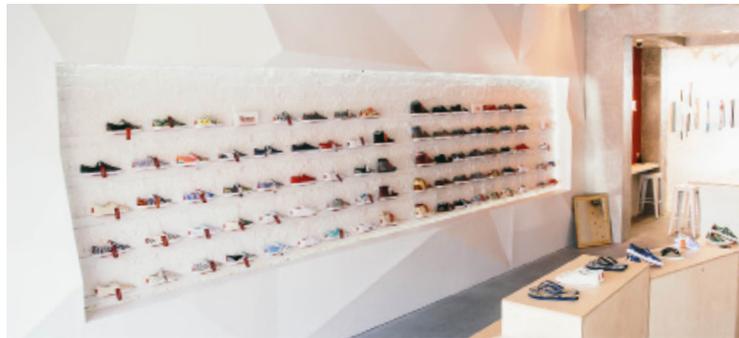
100 different countries are represented within the network.

27 types of professional artists are active in the network

500 submissions of artwork received per week

250 new artists are registered to the network per week

40 Million social media followers are boasted among the artists.



KEY DETAILS

A CLOSER LOOK AT THE BUCKETFEET SHOE



QUALITY PRINTING METHODS

We apply the art through cutting-edge printing methods to preserve its integrity.



PREMIUM MATERIALS

The use of carefully selected leather, suede, and canvas elevates our artists' designs.



SOFT CANVAS LINING

High-quality canvas gives our shoes a breathable feel.

HOW THE PROCESS WORKS

We take an open platform approach wherein anyone can submit a design. Our artistic community is over 20,000 people strong and represents over 100 countries. Anyone is welcome to join us in our mission to connect people through art.



SUBMISSION

Anyone can register to be a BucketFeet artist and submit artwork online



REVIEW

An in-house team evaluates each submission and selects the strongest designs.



PRODUCTION

Selected designs are manufactured and prepped for release.



LAUNCH

We promote each artists' product release. Artists receive royalties on each shoe sold.



VULCANIZED SOLE

We bond flat rubber bottoms to the upper to offer more grip



MASSAGE BUBBLES

Cushions line the in-soles, creating a comfort experience unlike any other.



REMOVABLE MOLDED IN-SOLE

Cleaning our shoe is easy—pop out the in-sole and throw in the wash.

RETAIL FOOTPRINT

THE IN-PERSON BUCKETFEET EXPERIENCE

Studios are the cornerstone of the BucketFeet in-person experience. Our Chicago, Miami (Summer 2016), and Manila locations establish the brand as a champion of creative expression and artistic community. Meanwhile, pop-up shops in Amsterdam, Hong Kong, and beyond give new markets a taste of our brand firsthand.

We also work with major retailers such as Bloomingdale's and Nordstrom, along with over 500 independent retailers worldwide.

We partner with independent retailers in over 20 countries: Australia, Austria, China, Denmark, Finland, Germany, Greece, Hong Kong, Israel, Italy, Japan, Latvia, Macau, South Korea, The Netherlands, Norway, Philippines, Portugal, Spain, Sweden, Switzerland, Taiwan, Turkey, United Kingdom and the USA.





COLLABORATIONS & PARTNERSHIPS

We partner with a wide variety of brands to bolster our artists' appeal across multiple channels



SOHO House
USA



FOUR
Netherlands



Lollapalooza
USA



TK Takeo Kikuchi
Japan

PRESS AND RECOGNITION

Our brand is consistently recognized as an industry leader by top media outlets. Through key publications, popular bloggers and social media, we've established BucketFeet as a brand to follow with trendsetters and artists worldwide.



"10 Tropical Pieces that Will Make You Say 'Aloha' to Hawaii"



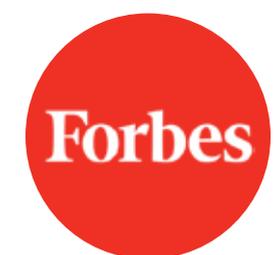
A startup founded by a pair of backpackers – selling canvas shoes featuring art from all over the world – just raised \$7.5 million



BucketFeet Pushes Further Into Brick and Mortar



50+ Sneakers For The Chillest Spring, Ever



Foot Traffic: Why BucketFeet's Soles are Landing in More Brick-and-Mortar Stores



30 Must Have Travel Accessories for 2015

