



**BOOTS POUR ÂMESAUVAGES**

## **PRESS RELEASE**

**Oodoo - boots pour amesauvages is a 100% handmade new boots brand, sustainable, inspired by the motorcycle world with responsible environmental and social practices ! It's unisex, high quality and ideal for everyday wear.**

A 100% handmade, local and sustainable production. Only top quality products, both timeless and stylish, and at a bargain price. Everything has been thought to fit those who are looking for look, comfort and durability.

ALICANTE ON 07/15/21

Created by a couple of french designers with a 25 years experience in French and international market (ready-to-wear and luxury sectors), Oodoo originates where they live in Alicante, capital of the Spanish shoe industry. Handmade boots, using traditional craftsmanship techniques such as Goodyear and Blake stitching.

## Upcycling is at the heart of our approach

All our materials are high-quality : Italian suede, vegetable-tanned LWG-certified or french Boxcalf leathers. (But) Upcycling it's also part of our motto. We make our soles from used tires to make an atypical sole that is the signature of our brand. Original and puncture-proof, it sets the tone to these boots with stylized and unusual lines.

*(\*A Global Industry Analyst report indicates that the world produces every year, almost 1,75 billion of used tires that must be recycled. That is 3300 tires per minute).*

## A production that pays fairly each actor

Because Oodoo is definitely a story of a human adventure where passion and creative freedom go hand-in-hand with a concern for a responsible production and environmental and social issues. On the one side, workshops and suppliers are local, so we work in short cycle which allows us to be very close to them and to be as transparent as possible. And on the other side, we have this atypical business model based on pre-orders. 0 stock, 0 waste, no intermediate and thus a bargain price.

## A participatory campaign to test the market

Today, Oodoo is on the starting grid and is launched via Kickstarter, a participatory campaign that started on 21/06/21 and ends on 31/07/21, and where we present our 3 first models :

\_Bill boots : black Italian vegetable-tanned leather version or Italian suede sauvage : 249,00e (450.00 in traditional shops)

\_Angel boots : black Italian vegetable-tanned leather version or Italian suede sauvage : 249,00e (450.00 in traditional shops)

\_Barry sneaker : white or black nappa version or cognac Italian vegetable-tanned leather or Italian suede sauvage : 229,00e (400.00 in traditional shops)

(all available for 3 months after the campaign)

## WE ARE COUNTING ON YOU

We really hope that our initial intentions will be good reasons for you to learn more about our project and support it.

To make things easier, we've prepared a file with some visuals, pictures and videos for free use and broadcast.

Thanks for your attention

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### **RESSOURCES KIT PRESSE**

<https://oodoo-boots.com/acces-presse>