

PASHION

footwear

Fact Sheet

CEO	Haley Pavone
Product Overview	Pashion Footwear is the world's first convertible high heel. Its innovative technology enables wearers to convert a high heel into a comfortable flat in mere seconds.
Mission Statement	Pashion Footwear offers women a choice in fashion. By combining technology and fashion, Pashion Footwear will provide women with a full line of shoes and related products that make wearing high heels easy and enjoyable.
Product Components	Each pair of Pashions comes with the patent-pending technology of a removable heel and Stelo™; when removed, they're approximately the size of a pair of sunglasses and can easily be stowed in a purse. Each pair also includes a drawstring bag for easy storage of removable parts.
Current Styles	<p>Pashionista – This style features a classic silhouette updated for the modern woman. The soft patent leather complements a simple strap design, with adjustable ankle strap and gold buckle. <i>Currently available in 4-inch heel size in coal.</i></p> <p>Girl Boss – This style is a twist on the classic pump, perfect for both professional and everyday wear. The sleek closed-toed upper is made with soft patent leather accented with a gold buckle. <i>Currently available in 4-inch heel size in coal.</i></p>
Company History	<p>Pashion was founded by the 23-year-old Pavone when she was a junior in college. She was painfully inspired after being impaled in the foot by another partygoer's heel after removing her own heels due to pain, and thus began the two-year journey of bringing a fully convertible high heel to life. After in-depth engineering research, raising \$1.7 million in seed funding and developing 10 prototypes, Pashion Footwear officially went on sale via pashionfootwear.com in June 2019.</p>
Price Range	Starting at \$165
Retail	Pashion Footwear can currently be purchased on the company's website.
Founded	2016
Company Size	13 employees, with a majority female staff
Headquarters	San Luis Obispo, California
Website	http://www.pashionfootwear.com

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Media Inquiries

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