

PASHION footwear

About Haley Pavone, Founder and CEO



Haley Pavone is a 23-year-old entrepreneur who, as a sophomore at Cal Poly San Luis Obispo, was inspired to create one of the largest disruptive advancements in women's footwear: **the world's first fully convertible high-heeled shoe**. As the founder of **Pashion Footwear**, Pavone developed a patent-pending design that allows women to convert beautiful high heels to a flat in seconds. Pavone's vision is to empower all girl bosses to comfortably and fashionably adapt to their day, never having to choose between style and practicality.

Since founding the company in 2016, Pavone has turned her dorm dream into a reality. She developed a team of footwear experts and experienced advisors; designed and engineered the innovative heel mechanism; raised \$1.7 million from investors; obtained patent-pending status in 30 countries; sourced overseas manufacturing and received the first samples of her beautiful and fully functioning convertible shoes. Pre-sales of the company's first line of

shoes launched just one month after Haley crossed the graduation stage...wearing her very own pair of Pashions, of course.

Pashion Footwear officially launched its 2019 Spring collection on June 24, 2019, hoping to inspire thousands of ambitious women to make comfortable high heels a reality. Pavone currently lives in San Luis Obispo, Calif. and looks forward to building a company that improves the lives of women everywhere.

About Pashion Footwear

The inspiration for Pashion Footwear struck Pavone as she was out dancing one night in college, removed her shoes due to pain and was promptly impaled through the foot by a stiletto-wearing student on the dance floor. Pavone soon made it her mission to develop a solution to problems associated with high-heel pain. After spending three months developing a business plan and initial product concept, Pavone brought the idea of a fully convertible heel to **Tyler Unbehnd**, a fellow student specializing in industrial technology. Unbehnd agreed to join as a co-founder and assist with the technology development.

Just a few weeks later, Pavone publicly presented the concept for the first time at **Cal Poly's Annual Elevator Pitch Competition**. She won both first and second place, which were chosen by the judges and the audience, respectively. It was in that moment Pavone knew this concept could succeed.

Over the next few months, the pair developed their first prototype and presented it at the annual **Innovation Quest** competition, where they took home another first-prize award of \$15,000. Not long after, the team was accepted into the **SLO HotHouse Summer Accelerator** program – an intensive startup bootcamp at the university.

Within the first three months of the program, the co-founders reached several notable milestones for growing businesses including hiring their first employee, filing their provisional utility patent, assembling a professional product development team, formally incorporating, finding a manufacturer and creating wearable 3D-printed prototypes. From there Pashion Footwear was off to the races. In total, Pashion Footwear has garnered \$1.7 million from investors who believe in the power of Pavone's idea and its projected long-term success.

In the company's short lifespan, Pavone has developed a first-to-market product generating attention from consumers across the globe, from curious fashionistas to moms on-the-go. Pashion Footwear has developed a line of products fit for anyone who appreciates comfort, style and flexibility.

In June 2019, Pashion Footwear officially launched its ecommerce site and release its first heels to the public via pashionfootwear.com.

Company Values

Pashion Footwear aims to offer women practical fashion. The company takes pride in its vision to create beautiful and innovative footwear that doesn't compromise comfort. Through the versatility of the shoe's design and technology, Pashion Footwear wants to build lasting customer relationships by empowering women to walk confidently throughout their day while quickly transitioning between a heel or flat.

With a majority female team, Pashion Footwear is a fashiontech company created by women, for women. Pavone and her team have combined technology and fashion to provide fashionistas with a full line of products that make wearing high heels easy and enjoyable. After all, women do it all and so should their shoes.

How It Works

Pashion Footwear has the first shoe support mechanism that allows the complete conversion between a flat and high heel. With a revolutionary modern design, the shoe's sole is made from thermoplastic and nylon that allows flexibility between heel and flat with only the assistance of the consumer's body weight.

The key innovation enabling the shoe's conversion comes from the shoe's removable heel and removable arch support, "The Pashion Stelo™." This technology allows the shoe to completely flatten out – customers can simply turn the heel and detach the Stelo from the shoe with ease, then click on a flat heel cap.

Reattaching the Stelo is as easy as locking the Stelo in place and turning the heel back to its original placement. No matter how long a Pashion shoe is worn as a flat, a consumer merely must lift her foot off the ground and the sole will quickly ease back into the optimal form for re-integrating the Stelo into the sole.

To transform the shoe from a heel to a flat:

1. Twist the heel clockwise to unlock and detach
2. Remove the Stelo from the bottom of the heel
3. Pop the flat heel cap into the heel of the sole

To return the flats to a high heel:

1. Remove the flat heel cap from the shoe
2. Hook the tip of the Stelo under the pin in the sole
3. Align the locking mechanism and push heel into bottom of the sole
4. Twist the heel counter-clockwise to lock it in place



Every pair of Pashions come with one full "Convertible Tech package," which includes the removable Stelo arch support, rubber heel caps to protect the shoes while worn as flats and a drawstring bag to stow parts when not in use. Additional heel height kits will be available to purchase separately.

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