

At Blades Shoe Company, These Veterans Are Now Selling Strap-ons

Blades Shoe Company sells comfortable, stylish strap-on shoes at www.bladesshoecompany.com

BLADES

SHOE COMPANY

New York City, New York Dec 27, 2023 (Issuewire.com) - A pair of US Navy submarine veterans have opened a new online store to sell strap-ons. No, not those strap-ons; rather, strap-on shoes. Blades Shoe Company, founded by Sam Lilek and Aaron Dupere, aims to bring the comfort and convenience of strap-on shoes to people of all ages.

"There is this misconception that shoes with straps are only for the very young and the very old," said Lilek. "We reject that. Straps are not just for people in nursing homes and nursery schools. Everyone knows strap-on shoes are comfortable and convenient – but they can also be stylish, they can be fun, they can be edgy."

The massive global shoe market never seems to be lacking for new, and often strange, footwear options. Blades Shoe Company looks to distinguish itself in the space not with frippery, but simplicity. Their shoes combine a retro, velcro-shoe feel with a sleek design and a variety of interesting colorways. Just three things were focused on during the design process: comfort, durability, and straps.

"I honestly just never really believed in laces," said co-founder, Aaron Dupere. "I don't think they exist."

Blades Shoe Company is selling their flagship strap-on shoes in full US Men's Sizes 7-13 and in four different colorways. They are already working to expand their size and color options, to truly sell strap-ons to everyone.

All of their merchandise - which includes their shoes, retailing at \$85, as well as a variety of company hats and shirts - is available online at www.bladesshoecompany.com. Free shipping is provided for all orders over \$100.





Media Contact

Blades Shoe Company

sam@bladesshoecompany.com

3015124360

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