

Reviving AMERICAN MADE SHOES, one pair at a time



Meridian, Mississippi Nov 25, 2024 ([Issuewire.com](https://www.issuewire.com)) - REVIVING AMERICAN MADE SHOES, ONE PAIR AT A TIME

How a small city in the middle of Mississippi is bringing the Footwear Industry back to the U.S.

In a bold move that is shaking up the global footwear industry, Mike Van Drunen, the CEO of Shloop Footwear, is leading the charge to bring shoe manufacturing back to the United States. As most companies continue to produce their footwear in Asia, Shloop is bucking the trend, committing to local production and offering a new model of success for American-made goods.

Shloop Footwear, based in Mississippi, is not just about making shoes; it's about redefining what American manufacturing can be in the 21st century. Mike Van Drunen is on a mission to revive the American footwear industry by combining high-quality production with job creation and sustainability.

A New Era for U.S. Manufacturing

The U.S. footwear market is currently a \$100 billion industry, yet more than 98% of shoes sold in the United States are imported, primarily from Asia. In fact, in 2022 alone, the U.S. imported over 2.5 billion

pairs of shoes, accounting for nearly 60% of global shoe imports. For decades, the industry has relied heavily on foreign manufacturing, creating a significant gap in domestic production.

"Most companies moved production overseas, but we're doing the opposite," says Van Drunen. "We're training people, creating jobs, and bringing the craft of shoe-making back to the USA because we believe that the United States has the capacity to compete with any international player while ensuring high-quality products."

Unlike other domestic manufacturers, Shloop Footwear stands out for its willingness to work with any brand. "We have our own brand, called BLKSWN Footwear, but we have a robust development team that is open to help any other brand or company that is willing to reshore its production" emphasizes Van Drunen.

The Spirit of American Craftsmanship

Each pair of Shloop shoes is a testament to the resilience of American craftsmanship. "We embrace the spirit of American footwear, crafting every pair with attention to style and quality, so they fit seamlessly into your everyday life," says Van Drunen.

With an emphasis on comfort, design, and durability, Shloop's shoes are tailored to meet the needs of modern consumers. The company uses only premium, sustainable materials, ensuring that every product looks and feels great while honoring the tradition of American manufacturing.

The Untapped Potential of the U.S. Footwear Market

The opportunity for growth within the domestic footwear market is immense. As consumers become increasingly conscious about sustainability and the benefits of supporting local businesses, the demand for American-made products is on the rise. According to a recent survey, nearly 80% of U.S. consumers prefer to buy American-made goods, citing job creation and product quality as key motivators.

Shloop Footwear is perfectly positioned to tap into this growing demand for domestically produced goods, capitalizing on shifting consumer preferences and a renewed interest in American craftsmanship. By offering high-quality shoes made in the U.S., Shloop not only meets the needs of today's consumers but also helps address the economic opportunities created by reshoring manufacturing jobs.

Shloop's Mission: Creating Jobs, Crafting Quality, and Leading the Charge

Shloop Footwear's vision goes beyond making shoes – it's about making a difference. By bringing footwear manufacturing back to the U.S., Shloop is not only creating local jobs but is also proving that American-made goods can thrive in a competitive global market. With a commitment to high-quality production, sustainability, and a design-first approach, Shloop is leading the way toward a brighter, more sustainable future for the American footwear industry.

As Van Drunen sums it up, "We can compete on price, and we can offer high-quality products that serve the needs of today's consumers. We're proud to bring this work back to the U.S., and we're excited for the journey ahead."

Shloop Footwear is more than a brand – it's a movement that shows how American industry can thrive when innovation, craftsmanship, and determination come together.

About Shloop Footwear:

Shloop Footwear is a U.S.-based footwear manufacturer committed to producing high-quality, comfortable, and stylish shoes crafted with sustainable materials. Focused on reviving American manufacturing, Shloop offers a wide selection of footwear for everyday life, combining innovation with tradition.

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