

03 · CUSTOM FOOTWEAR

A \$33 landed alternative to a \$200+ brand-name option.

A distributor needed an all-over printed shoe for an employee gifting program. The available brand-name option cost over \$200 per pair before distributor margin.

Custom all-over-print footwear · Employee gifting · Promotional products distributor

\$33

LANDED PER PAIR · CUSTOM
SHOE

\$200+

ORIGINAL BRAND-NAME OPTION

24 hrs

TO DEVELOPMENT RENDERING

TWO ROUTES

Landed includes production, decoration, packaging, freight, duties, and U.S. delivery.

\$200+

PER PAIR

Available premium-brand route, before distributor margin

\$33

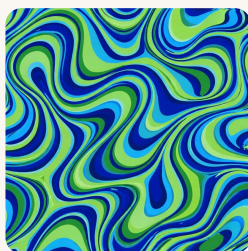
PER PAIR, LANDED

Custom alternative

THE SHOE



Development rendering,
created within 24 hours.



The pattern



Production sample, photographed.

What changed

Print — An original all-over print built from the client's logo and color palette; the brand colors kept.

Construction — The print applied to a suitable non-branded shoe construction instead of a premium-brand shoe.

Development — Brief to first rendering in 24 hours, then sampling and production on the new route.

Production & delivery — A factory-direct run with packaging, delivered DDP to the U.S.

THE RESULT

\$33 landed per pair, against \$200+.

Against \$200+ per pair on the available premium-brand route, before distributor margin. A commercially workable employee gift for the distributor and the end client.

We changed the route, not just the quote.

\$200+ → \$33 landed per pair

Reworked construction

Original print

Client logos are covered in these photos.