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

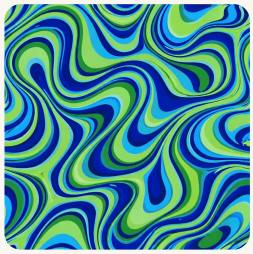
Landed includes production, decoration, packaging, freight, duties, and U.S. delivery.

$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.