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For Fast Company

TAKE A WALK IN OUR SHOES

CHICAGO (March 18, 2013) – Everyone is familiar with the phrase “take a walk in my shoes.” Well, Bucketfeet has walked all over the globe. With shoes sold in the United States, Canada, United Kingdom, Japan, Saudi Arabia and the United Arab Emirates, Bucketfeet is only growing larger. As soon as these unique shoes become known and hit popular stores, everyone will want a pair in their closet.

Leaving everything he knew behind in Chicago, Raaja Nemani decided to travel the world for a year, visiting 25 countries altogether. Along his journey he met Aaron Firestein in Argentina, a photographer who started his own small-scale shoe customizing company. The two immediately bonded over their love of traveling, exploration and trying new things. Before Nemani continued onto his next destination, Firestein created and customized a pair of Chuck Taylors just for him.

Through their individual journeys, the people they met along the way and the compliments received on the shoes, Nemani and Firestein decided to build a brand around the shoes getting all the attention, establishing Bucketfeet in May 2010.

What sets Bucketfeet apart from any other shoe company is that each shoe displays designs from a different artist around the world. “We handpick all of the artists,” says Firestein, “exposing their story and art to the world by giving the opportunity to the artists who truly deserve it.”

Every artist comes from a different walk of life and has a special story to share. Some of the artists' work can be found in small studios, while other artist's creations are spread in different cities amongst trains and buildings. However, what is most important to the artists is sharing their designs with anyone who will appreciate and enjoy them.

Instead of following the trends, Bucketfeet is walking off the beaten path, and creating their own.

Where will your Bucketfeet take you?

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