

# American Duchess

[www.AmericanDuchess.com](http://www.AmericanDuchess.com)







# We Make New Old Shoes







# About Us

American Duchess, Inc. is a small, independent design house specializing in the creation of historical reproduction footwear and accessories. Since launching in 2011, American Duchess has grown from a 100% crowdfunded company with a single design to the largest maker of antique-style shoes in the world.

Co-founder and designer Lauren Stowell began American Duchess in 2009 as a blog for her historical costuming hobby. By late 2010, Lauren's frustration with finding pretty shoes to match her fanciful creations sparked the idea of creating a well-designed, versatile shoe for the 18th century, and offering it to other costumers in the online community. Polling her readership to gauge interest and guide the design, Lauren sourced a factory and developed a prototype, "Georgiana," a dyeable satin 18th century pump with a delicate shape and elegant French heel. This single style crowdfunded overnight and American Duchess has been making unique, old-fashioned footwear ever since.

Now with a large line of women's and men's footwear, legwear, and shoe accessories, American Duchess has come a long way since shipping orders from the garage. The company has been listed at #1336 on the 2021 Inc. 5000 list of fastest growing companies, with plans to expand internationally in 2022.

# Stats

- ★ Over 125 historical styles from the 16th century to the 1940s
- ★ AD has supplied hundreds of operas, TV, film, and theatrical productions
- ★ Listed #1336 on Inc.5000 with 356% growth over 3 years
- ★ Over 15,000 orders annually
- ★ Over 66,800 visitors per month
- ★ 48.5% returning customer rate
- ★ Over 15,000 email subscribers



60.7k+



163k+



45.3k+



11.2k+



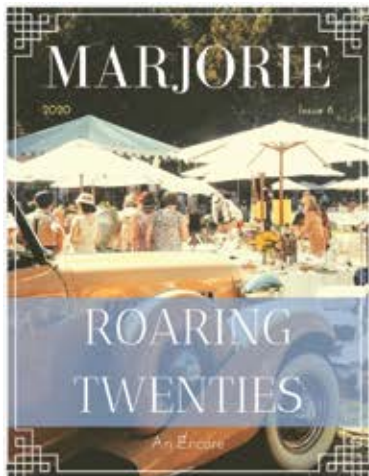
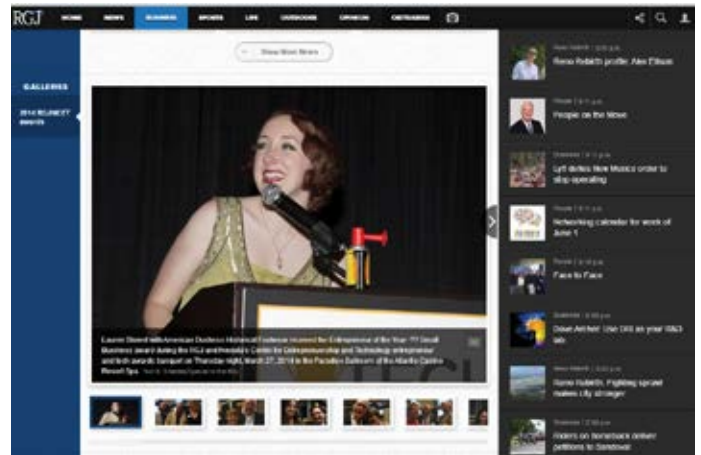
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# In the Press

- ★ Inc Magazine
- ★ Nylon
- ★ Playbill
- ★ Where Women Work
- ★ Teen Vogue
- ★ Jute Magazine
- ★ Marjorie Magazine
- ★ Vintage Life
- ★ BuzzFeed
- ★ Ladylike
- ★ Dressed: The History of Fashion
- ★ Threads
- ★ Reno Gazette Journal
- ★ Northern Nevada Business Weekly
- ★ Reno Magazine
- ★ Reno Rebirth
- ★ Newport Mercury
- ★ Stylewise by Debra
- ★ Your Wardrobe Unlock'd
- ★ Threadcult
- ★ Lean Crafting
- ★ San Jose Spartan Daily
- ★ "Start Up" KNEWS 107.3 FM
- ★ "Nevada Matters" KRNG 101.3 FM
- ★ The Costume Rag
- ★ Unravel: A Fashion Podcast







# Awards

- ★ Inc. 5000 - 2021 - #1336
- ★ Nevada Business Magazine  
Family Owned Business Awards - 2017  
“Outside the Box”
- ★ NCET/RGJ Entrepreneur of the Year - 2014
- ★ Reno Accelerator Fund - 2014

# Productions

- ★ The New York Metropolitan Opera
- ★ LA Opera
- ★ San Francisco Opera
- ★ Ford's Theater
- ★ Santa Fe Opera
- ★ Fort Worth Opera
- ★ The Finnish National Opera
- ★ Phantom of the Opera Tour
- ★ The Dallas Opera
- ★ Washington National Opera
- ★ Company XIV
- ★ Canada's Royal Winnipeg Ballet
- ★ Globe Theater
- ★ Shakespeare Theater, Washington DC
- ★ The Stratford Festival
- ★ Virginia Repertory Theater
- ★ Chicago Shakespeare Theater
- ★ "Cinderella" on Broadway
- ★ "Of Mice & Men" on Broadway
- ★ "Hamilton" on Broadway
- ★ "Frozen" on Broadway
- ★ "Dangerous Liaisons" on Broadway
- ★ "Anastasia" on Broadway
- ★ "The Phantom of the Opera" Tour
- ★ "Black Sails"
- ★ "Smash"
- ★ "The Knick"
- ★ "Strange Empire"
- ★ "Turn"
- ★ "Sleepy Hollow"
- ★ "Salem"
- ★ "The Son"
- ★ "Winchester"
- ★ "Mercy Street"
- ★ "The Last Tycoon"
- ★ "Sleepy Hollow"
- ★ "The Walking Dead"
- ★ "Victoria"
- ★ "Alias Grace"
- ★ "Godless"
- ★ "Z: The Beginning of Everything"
- ★ "American Gods"
- ★ "Ghostbusters"
- ★ "Outlander"
- ★ "Murdoch Mysteries"
- ★ "Once Upon a Time"
- ★ "Twelfth Night"
- ★ "Annie"
- ★ "Underground"
- ★ "A League of Their Own"
- ★ The Jimmy Fallon Show

For more, please contact  
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# Collaborations

- ★ Whoopi Goldberg
- ★ Judith NYC by Erik Goldberg
- ★ Newport Historical Society
- ★ Jamestown
- ★ Colonial Williamsburg
- ★ Bernadette Banner
- ★ Karolina Zebrowska
- ★ Zack Pinsent
- ★ Emmy Design Sweden







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