



A girls' style from the brand

Oh, Mayu

Suzanne Solsona's rainboot line is cinching early success. **By Erin E. Clack**

For MyMayu's Suzanne Solsona, conceiving a line of children's rainboots was a case of Mother Knows Best.

The Vancouver, British Columbia-based former lawyer spends a lot of time outdoors with her family and was dissatisfied with the boot options for kids.

"When my younger son wore typical rubber boots, he kept doing face plants in the puddles. The boots were so loose and bulky," Solsona said. "I thought, 'Why isn't anyone making lightweight boots that kids can run and jump in?'"

Working from her own wish list, she and husband Javier created a simple but clever boot design that combines a super-flexible recyclable rubber sole and a waterproof, breathable fabric upper — "essentially a gaiter attached to a sole," Solsona explained. The boots cinch at the ankle, and the shafts extend to just below the knee. They are roomy enough to fit over pants and

an insulating liner, which MyMayu sells separately for \$17. "Most boots only go halfway up the calf, so water can splash in," Solsona said, noting that the uppers collapse down for easy stowage in suitcases or school bags.

The boots also have sneaker-like bottoms, whereas most rain styles have a small heel. "In our boots, which are more like a shoe, kids can move freely," said Solsona.

MyMayu's original style, the Play, priced at \$49 to \$55, began shipping to stores in Canada and the U.S. in September. This spring, the brand debuts the Aqua, a fully waterproof, seam-sealed version suitable for wading in deep water. It's priced at \$60 to \$65.

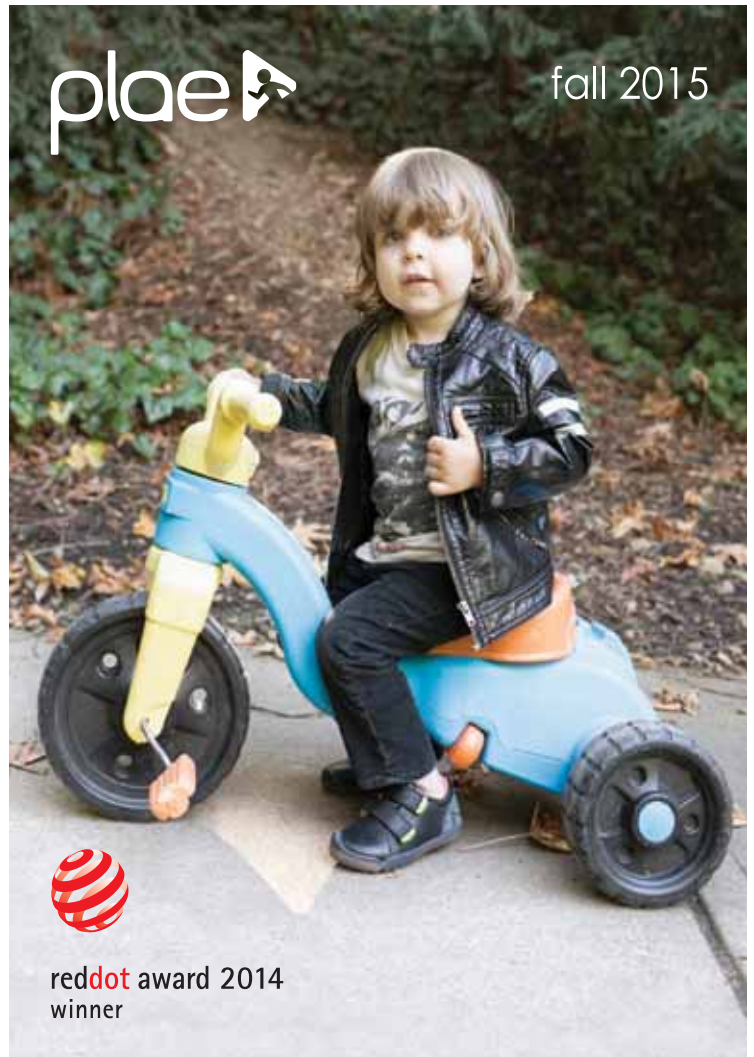
Solsona said consumer response so far has been enthusiastic. "When parents see the boots, they immediately get it," she said. And Solsona has even bigger plans for her budding brand: "Our desire is to grow MyMayu to offer all kinds of outdoor and travel gear for kids."

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To combat copycats, Solsona has filed a series of design patents.

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