



BILLY Footwear Partners with Zappos.com and America's Got Talent Winner Kodi Lee to Launch Exclusive Shoe Line Kodify

Seattle, WA – April 2, 2024 – BILLY Footwear, a pioneering brand known for its innovative and inclusive footwear designs, is thrilled to announce a collaboration with Kodi Lee, the immensely talented singer, pianist, and *America's Got Talent* Season 14 winner. Sold exclusively on [Zappos.com](https://www.zappos.com) and [billyfootwear.com](https://www.billyfootwear.com), the Kodi Lee x BILLY Footwear partnership marks the launch of the shoe line Kodify — a special edition high top and athletic sneaker designed to inspire and uplift with its combination of style and accessibility.

The Kodi Lee x BILLY Footwear high tops and athletic sneakers feature innovative designs that are both stylish and functional. With BILLY's signature wrap-around zipper system, the shoes are easy to put on and take off. The designs incorporate motifs, such as musical notes printed

on the internal shoe lining, and colors that reflect Kodi's vibrant personality and passion for music, making them a must-have for fans and advocates alike.

"Partnering with Kodi and the rest of the Lee Family has been incredible," said Billy Price, co-founder of BILLY Footwear. "Kodi's talent and influence is truly inspiring. We have come together to create shoes. But it is much more than that. It's more than shoes — it's about adding value, making a positive impact, and embracing everyone's unique journey."

Zappos, a legacy e-commerce retailer with a longstanding mission to meet customers' needs and provide exceptional customer service, embraces its mission to provide functional and fashionable footwear and clothing, for all.

"It is our goal as a retailer to better provide options so that everyone has the opportunity to express themselves through fashion and feel included," says Dana Zumbo, Business Development Manager, Zappos Adaptive. "Kodi is a shining star and sends a powerful message of inclusion. We are so excited for this launch!"

Kodi Lee, who continues to capture the hearts of millions with his extraordinary talent, returned to *America's Got Talent* in 2023 for the *AGT: All-Stars* and then again in 2024 for the *AGT: Fantasy League*. Recipient of two Golden Buzzers, Kodi is one of the most memorable musicians out there. But Kodi is more than an entertainer. He is a prodigious savant. There are few in the world with Kodi's musical abilities. And there is more to the story. Kodi is blind and autistic.

Kodi's story, his inspirational determination, and indomitable spirit to overcome is a testimony of human triumph. His gift of song helps bring awareness to autism and advocates for inclusivity in all aspects of society. A collaboration with BILLY Footwear, a brand committed to designing shoes that are not only fashionable but also accessible to everyone, aligns perfectly with Kodi's vision of a more inclusive world.

The Kodi Lee x BILLY Footwear high tops and athletic sneakers that make up the Kodify collection are available exclusively online at billyfootwear.com and Zappos.com starting April 2, 2024. Customers are encouraged to follow BILLY Footwear (@billyfootwear) and Kodi Lee (@kodileerocks) on social media for updates on this collaboration and more.

"My red Kodify high tops are now my go-to shoes," says Price. "I love showing them off and all that they represent. I love pointing out the braille on the outsoles too. When someone asks, 'Is that braille?' I always reply, 'Heck Yeah!'"



The Men's and Kid's Kodify Red High Tops



The Men's and Kid's Kodify Red Athletic Sneakers

Kid's sizes start at a 11 US Little Kid and go up to a 7 US Big Kid in a medium width and wide width. Available in whole sizes only. Men's sizes start at a US Men's 7 and go to a US Men's 14, with 1/2 sizes through size 12. The men's style comes in a medium and wide width too.

For media inquiries, please contact marketing@billyfootwear.com.

About BILLY Footwear:

BILLY Footwear is a Seattle-based company that specializes in innovative and inclusive shoes designed for everyone. Co-founded by Billy Price, who lives with paralysis from the chest down, the brand has revolutionized how shoes are worn with its renowned zipper technology that goes along the side and around the toe, allowing the upper of each shoe to open and fold over completely. Their design philosophy prioritizes accessibility, comfort, and style, ensuring that everyone can find a shoe that fits their life and their look.

About Kodi Lee:

Kodi Lee is a singer, pianist, and the Season 14 winner of *America's Got Talent*. Blind and diagnosed with autism, Kodi has not let his challenges define him. Instead, he uses his incredible talent to inspire, proving that music is a powerful language that can unite us all.

About Zappos.com:

Established in 1999, Zappos.com is an e-commerce company known for delivering WOW. Innovating for over two decades, Zappos has continuously challenged retail industry standards to better serve customers, partners and employees. As the leader who pioneered selling footwear online, Zappos offers a curation of world-class footwear and apparel brands for men, women, and children of all abilities. The Zappos experience will continue to evolve and inspire joy in unexpected places as they serve their customers with WOW. Zappos.com LLC is a subsidiary of Amazon.com, Inc.