



BILLY®

FASHION MEETS FUNCTION

INCLUSION FOR ALL

The BILLY Story

Born out of a need, BILLY Footwear was founded in the spirit of empowering independence and the principle of inclusion.

As a teenager, co-founder Billy Price suffered a spinal cord injury and became paralyzed from the chest down. Daily tasks became difficult but using his creative mind and unyielding fortitude he never gave up—facing life's challenges with tenacity and determination.

His journey birthed a concept for a shoe, a brand, and a mission to add value to the lives of others and make a measurable difference in the world one foot at a time.



@billyfootwear

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Welcome to BILLY Footwear

Utilizing Universal Design and our innovative FlipTop™ technology, BILLY Footwear changes the game by smashing fashion with function, blurring the line between adaptive and non-adaptive.

Intended for the masses, the zipper shoes of BILLY Footwear revolutionize how footwear is put on and taken off. No more Velcro. No more stuffing your feet into shoes. Step in unobstructed, be empowered, and live your story as it is meant to be told.



Functional laces
for adjustable fit



Upper opens completely
allowing for unobstructed
entry and visual sizing
confirmation

Wrap-around zipper closure
provides easy entry



Removable insoles
for adjustable depth
and use of custom orthotics

The BILLY D/R Collection

As an inclusive brand, BILLY strives to provide footwear options for all.

Each style within the D/R Collection incorporates multiple widths, extra depth, and a more resilient lining.

The D/R Collection includes High Tops and Low Tops in multiple colorways.

Available in:

- Toddler sizes 5 - 10
- Kid's sizes 11 - 9
- Medium, Wide and Extra Wide

Footwear Fundamentals

- FlipTop™ technology allows easy donning and doffing.
- Unobstructed placement of the foot upon the footbed allows visual confirmation of foot position.
- Wraparound zipper closure allows quick and intuitive access.
- Tradition lace-up closure provides adjustable fit.
- Removable inserts provide additional volume adjustability.
- Durable and flexible outsole provides stability and agility.
- The Goat logo suggests grit and persistence, and the Chevron highlights on the sole-sidewall and tread suggest forward movement—inspiring symbols of the BILLY brand.

