

FOR IMMEDIATE RELEASE

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Pandere launches, introduces revolutionary adjustable shoe

Stylish shoe expands for the 43 million Americans who can't fit into off-the-rack shoes

For 43 million Americans, the only shoe that fits is a clunky, orthopedic shoe recommended by their doctor. That changes today as Pandere, an Alaska-based startup that's revolutionizing the comfort shoe for people with hard-to-fit feet, launched the world's first line of stylish, expandable shoes.

Pandere's two styles – the Barista and the Neo – expand up to three widths, accommodating women with swollen feet due to a variety of health conditions including edema, diabetes, pregnancy, bunions and arthritis. The company was founded by three Alaskan entrepreneurs, including a CEO who has suffered from lymphedema for most of her life.

"Up until today, anyone with any kind of foot swelling has been forced to leave the house in either poorly fitting shoes that can trigger a host of secondary problems, or embarrassing, outdated orthopedic shoes," said Pandere CEO and cofounder Laura Oden. "We've heard endless stories from people all over the world who are simply unable to find shoes that fit."

"Today, we're thrilled to introduce something completely new and innovative," she added.

Pandere's all-female cofounder team, Celia Crossett, Ayla Rogers and Oden, worked with an elite group of shoe industry experts and designers to invent the expandable shoes. Crafted from high-quality leather and neoprene, the shoes are independently adjustable in three key areas: the toe box, midfoot and ankle.

"Pandere shoes are life-changing for so many people," said Alexa Ercolano, a Pandere customer who discovered the company at a lymphedema fundraising event. Ercolano is author of the blog "The Lymphie Life" and has lived with primary lymphedema in one leg since birth. "I never imagined I'd find a shoe that comfortably accommodates my swelling and is stylish to boot, it's amazing. Pandere offers more than just shoes that fit, they are giving people hope."

Pandere's Barista shoe comes in Classic Black, Cool Blue, Slate Grey and Burgundy. The Neo shoe comes in black. Both styles sell for \$159 at www.pandereshoes.com and ship free to U.S. addresses. For every pair of shoes sold through the end of the year, Pandere will donate \$1 to the Lymphatic Education & Resource Network.

Pandere is revolutionizing the comfort shoe for 43 million Americans with hard-to-fit feet, with the world's first line of stylish, expandable shoes. Learn more at www.pandereshoes.com.

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