

KOCH & CO.

- FOR IMMEDIATE RELEASE -

Koch & Co. - A Slow Fashion Approach to Buying Men's Footwear



Koch & Co. is a unique men's footwear brand based in Berlin, that is challenging the way men approach buying a new pair of quality dress shoes. Launched in 2015, their goal was to inspire people to invest in quality shoes that honour traditional crafting methods, and that are made to last for years to come. In an age of mass production and overwhelming choice, their focus is on the luxury of possessing the ultimate basics, that have been carefully designed and made using centuries of refinement and skill.

The Slow Movement was pioneered by Carlo Petrini and his protest against the opening of a McDonald's restaurant in Piazza di Spagna, Rome in 1986. Over time, this developed into a subculture in other areas such as fashion, art, leisure and lifestyle. Slow Fashion is about designing products that are timeless and that are made with quality in mind to help slow the rate of consumption.

Koch & Co. has adopted this notion of slow fashion, and aims to bring it to the male footwear industry. By designing, making and producing all their shoes in their hometown of Agra, India they keep they can limit their production runs, and offer a superior quality



shoe, at an extremely affordable price point. It also means they can build trusting and lasting relationships with our artisans who can continue to showcase their skills and traditional crafting methods to a global audience.

All shoes are made using Goodyear welted construction, which means with proper care and attention, they can last for years while developing a beautiful patina over time. Full grain leather is used for the uppers,

Argentinian vegetable tanned leather for the sole and a soft, calf leather for the lining. When combined, these materials provide maximum support and durability and become more comfortable with each wear.

Each pair comes with a sturdy, pull drawer box for easy storage, and also shoe cream and silk shoe bags for maintenance and protection of the shoe.

All four designs retail at **250 €** and are delivered free of cost with 30 days for returns. ●

For more images or information contact:

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