

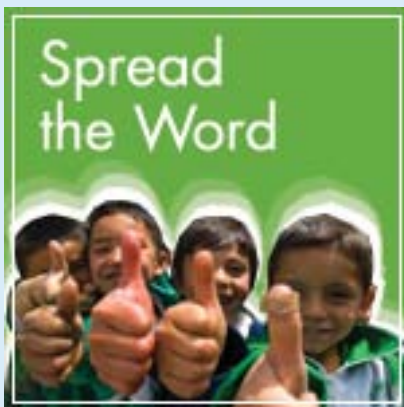


June 29, 2011



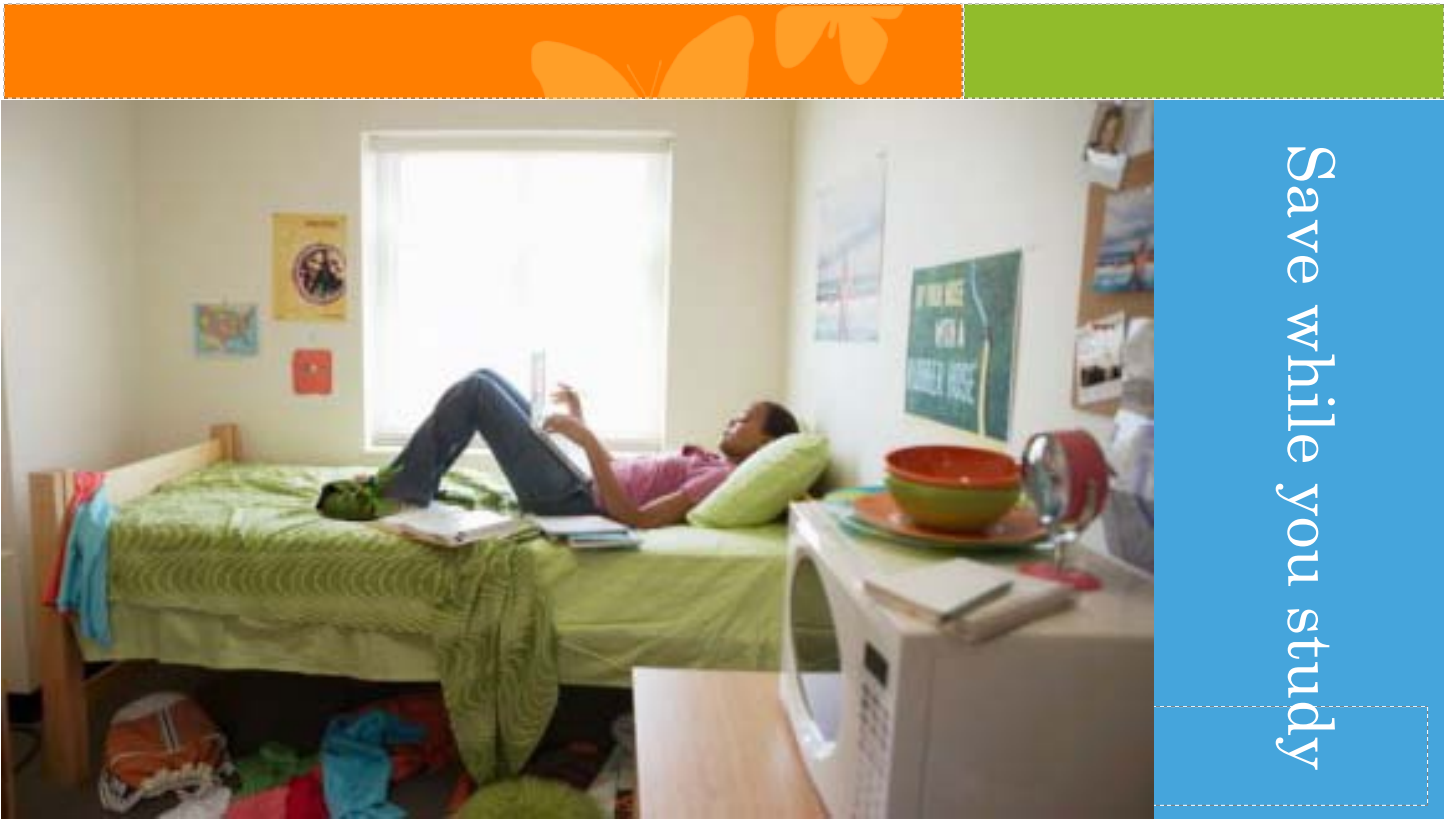
OPIM 415 – Product Design

Gabrielle Pettinelli, Tina Moore, Rachel Harrison, Nicole Telleri



Imagine a College Dorm Slipper that Could Save a Child in the Developing World...

Every year, millions of children go without shoes. Many can contract serious illnesses and infections caused by harmful bacteria on the ground that seep into cuts or penetrate the skin. Grow With Me Shoes can begin to solve this problem. When a college bound student goes to buy our comfy, durable dorm slippers, a child in a developing nation receives a shoe that grows with them. Each shoe, molded with recyclable, local materials from a particular region, has an extendable a rubber sole that lasts up to three sizes. That can add up to a lot of healthy feet for up to a year or more! Your purchase means a comfy shoe for you to wear studying, doing laundry, or running an errand; while a child in anther nation gets a new pair of shoes.

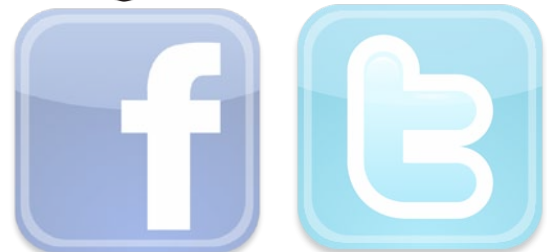
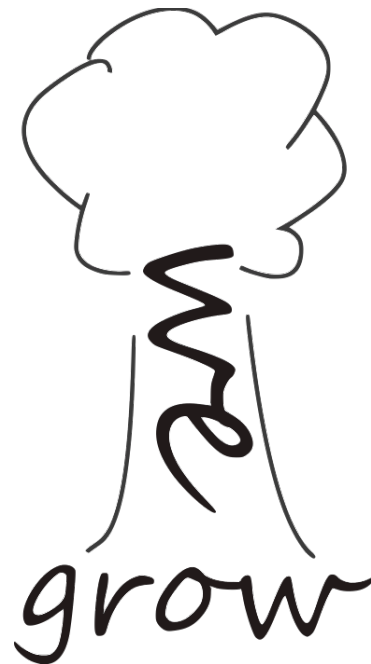


Save while you study

Sole Search

We know Social Media has an amazing power to harness Social Awareness...

Through your pattern selection made either in-store or online (wegrow.com), you will be able to connect to the local village your shoe supports! Learn about the culture and the cultural significance of the pattern you purchased. See the children of that region grow in their new shoes made possible by your purchase!



Change a Child's Life, One Shoe at a Time

What does your **WeGrow Slipper** purchase actually buy?

1 A shoe that will last a child 3 or more sizes
Many children in developing countries cannot afford new shoes, or any in most cases

2 A growing partnership with the Barefoot Foundation

...who work towards ensuring children receive the right to education and receives generous donates of shoes from celebrities like Shakira

3 A comfortable dorm slipper

Everyone loves to be comfy in the comfort of their dorm, this slipper offers comfort and support, one size fits all!

WeGrow Shoes Ensure:



- **Durability – shoe sizes extends 3 child's sizes**
- **Eco-Friendly Materials – made from recycled materials, like old tires, and local fabrics to a particular region**
- **Fun Fashion – colorful and fun for kids, patterns to fit local taste**