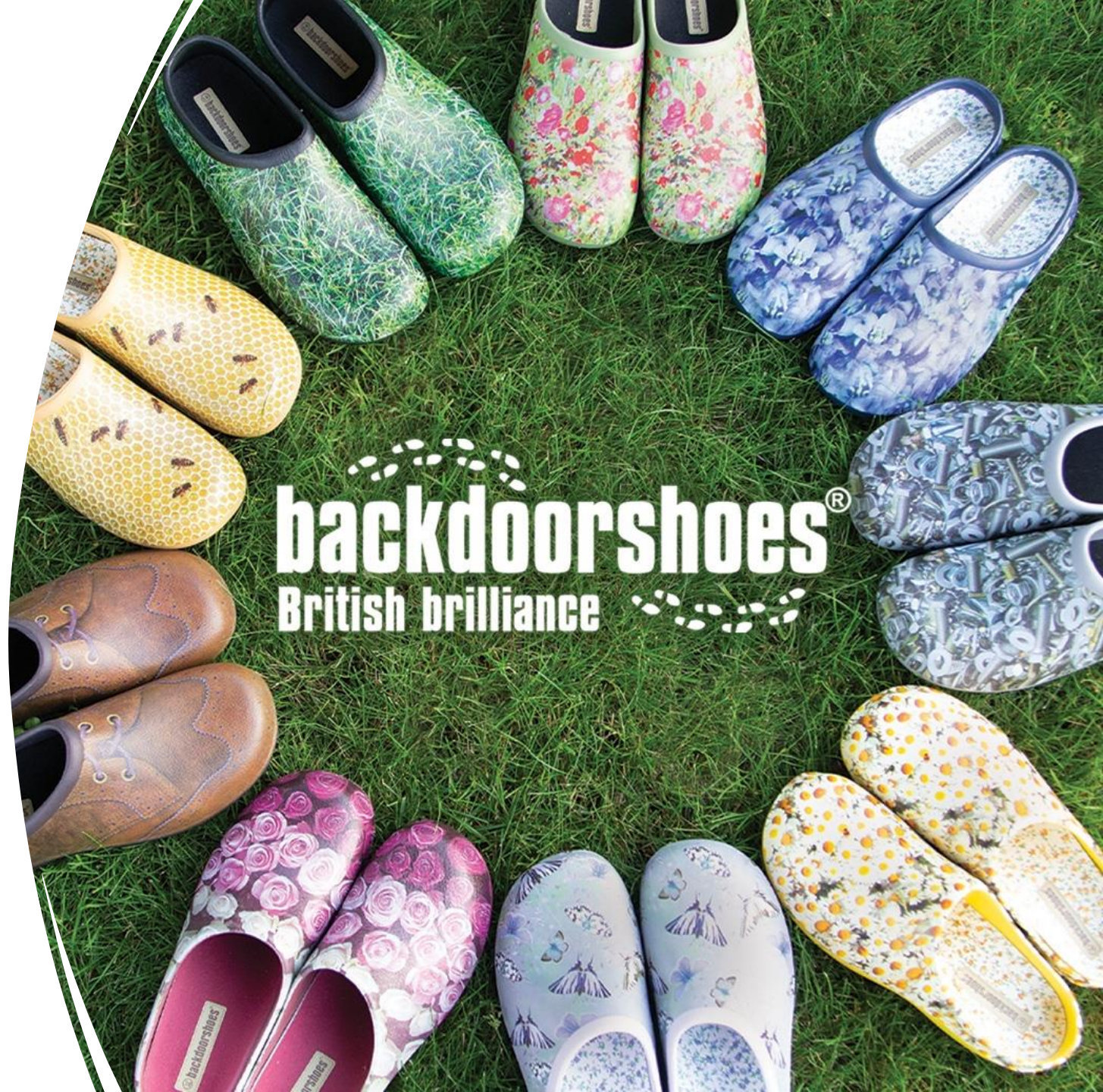


STEPPING IN TO SUCCESS

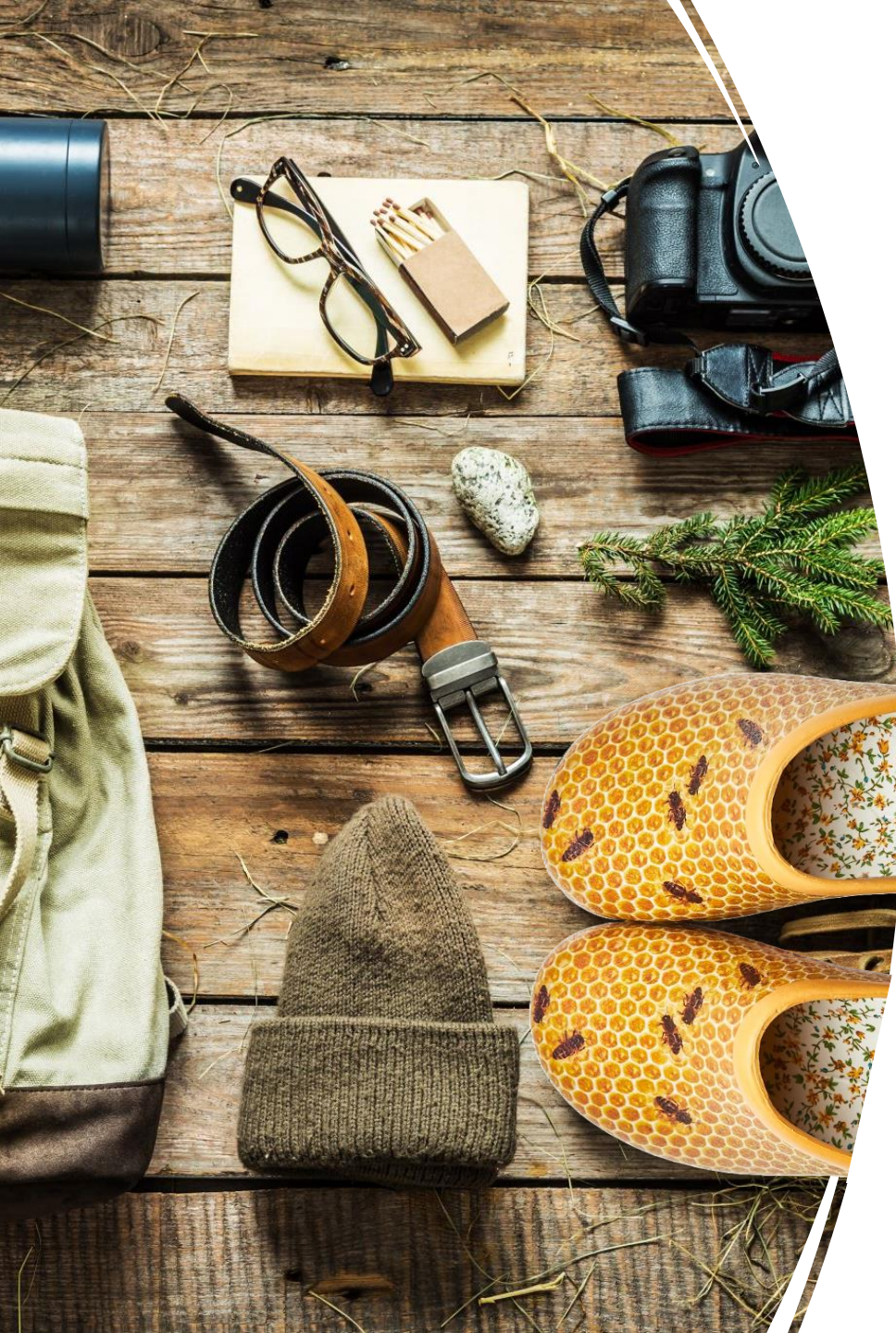
COMPANY INTRODUCTION &
BRAND PRESENTATION 2024



WELCOME TO BACKDOORSHOES LTD

- We are a British company that designs inspirational, original leisure & lifestyle footwear with a purpose
- All our shoes offer comfort, practicality, long-lasting quality and creative, original design
- We've been doing what we do for over 16 years, so we know what's important to our customers





OUR MISSION - MAKE FOOTWEAR THAT IS MORE

- All-day, all-weather comfort
- Great to wear, great as a gift
- Fits with your lifestyle; for gardening, camping, sailing, beach, holiday, after sport, yoga & more
- Lasts a very long time
- Unique & inspiring designs

OUR PHILOSOPHY

1

BE PURPOSEFUL

OUR SHOE BRANDS MUST EXIST FOR A REASON; OFFERING PRACTICAL SOLUTIONS AND WEARER BENEFITS

2

DESIGN FOR COMFORT

CREATE DESIGN PROFILES AND CHOOSE MATERIALS THAT ARE EASY TO WEAR FOR ALL FOOT SHAPES

3

EMBRACE SUSTAINABILITY

USE RECYCLED AND RECYCLABLE MATERIALS. MAKE SHOES THAT LAST AND CONSIDER THE CIRCULAR ECONOMY

4

PUT CUSTOMERS FIRST

ALWAYS LISTEN, GIVE ATTENTIVE SERVICE AND SATISFY ALL OUR CUSTOMERS

5

BE DIFFERENT IN A GOOD WAY

CHALLENGE & BE ORIGINAL, BUT ONLY TO MAKE A BETTER PRODUCT AND EXPERIENCE

IT ALL BEGAN WITH WET SOCKS...

Let's face it, we've all needed to dash out of the door for a trip up the garden, to put the garbage out or just fetch a parcel.

Do we go in our slippers, wellington boots, a pair of old shoes? Or just, as in our founder's case, his soon to be soaking wet socks!

So germinated an idea! A simple easy-on pair of shoes to keep by the back door (or front door for that matter) suitable for a quick step outside, but practical and robust enough to use for all day gardening or leisure too.





TRADING HISTORY

- Starting with a design form evolved from all-day comfort surgical theatre clogs, we launched a range of 5 floral designs at the BBC Gardener's World event in 2007. We sold out!
- So began our journey and over the years the company has introduced many additional designs, all created from photographs we take ourselves.
- We have also remained committed to a sales strategy driven by live events and have attended over 800 high profile retail shows where presentation and demonstration have been key factors in building our brand.
- Through regular attendance at shows such as RHS Chelsea Flower Show, Crufts, BBC Gardener's World and Country Living, supported by our website, we've built a loyal customer following and enjoy over 7000 five-star customer reviews – more than any other UK footwear brand!
- Backdoorshoes have deliberately not been available on the high street.

WHAT OUR CUSTOMERS SAY...



CELEBRITIES LOVE US TOO...





**PRODUCT INFORMATION &
CATALOGUE 2024**



backdoorshoes®

British brilliance

The genius is in the name - Backdoorshoes® live by the door & slip on and off with ease; no bending and no laces.

For Gardeners, Campers, Dog Walkers or just lounge-arounders; our super lightweight, waterproof clogs are the ultimate solution.

There's a reason why we have more 5* online reviews than any other brand; with our original full colour designs, comfortable real arch support and super soft insole technology.

What's more, they can be moulded to any shape of foot so they are always comfortable even if you suffer from bumps, bunions or Plantar Fasciitis.

So no more soggy socks or wet slippers; just Backdoorshoes® – the original lightweight long-lasting clogs with funky, colourful designs

SUPERIOR COMFORT

Designed to mold to the shape of your feet

LONG LASTING PERFORMANCE

Recyclable Vegan
EVA foam construction

SUPPORTIVE

Built in arch support and advanced insole technology

WASHABLE

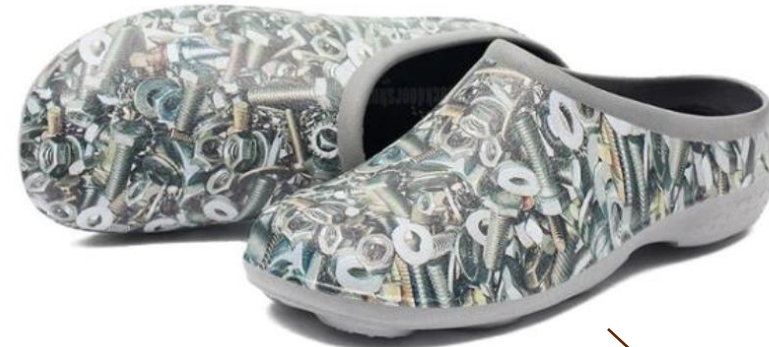
Easy to freshen up clogs and insoles in warm water

EASY TO WEAR

Easy to slip on and off; no more bending down!

100% WATERPROOF

No wet toes or pesky holes to contend with!





BEST
SELLER

POPPY EXPLOSION



BEST
SELLER

LEMON DAISY



GRASS



CHILLI



NOSTALGIA ROSE



HONEYBEES



BLUEBELLS



BEST
SELLER

MEADOW



BEST
SELLER

NUTS & BOLTS



CHILLI



GRASS



BEST
SELLER

BRITISH BROGUES



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