



The Campaign Challenge: Creative Pitch

O u r s t o r y

We are a dynamic, young and ambitious company for innovative shoe production. Ideally located in an area renowned for its craftsmen in the world of footwear, we intend to connect the world of traditional manufacturing with fast-growing innovative technology.

At TASSLES, we believe that people have a deep need for an individual approach to their characteristics and needs. After all, we are all unique!

Our task is to make each pair of shoes individually for everyone. We love our land and for production we use ecological raw materials produced using clean technologies. This is why we are pioneers in sustainable growth in our industry and are fully committed to a carbon neutral future.



Brand Analysis

TASSLES means love!

Trustworthy

Each member of our team is an exceptional craftsman and has gone through a different professional path. But we are united by **love** for our work and this is what we want to convey to you.

Authentic

We at TASSLES are convinced that the rich centuries-old experience of shoe crafts in our **beloved** Spain has great potential and only a careful study of it helps to continue the centuries-old traditions of our ancestors.

Friendly

When you understand that your success is the sum of the efforts of the whole team, then it is very unifying. We **love** what we do and together we do everything so that customers trust us and over time we will become friends.

Optimistic

We **love** life, we **love** people, we **love** what we do and see great potential in the development of our idea.

Curious

We wondered if it was possible, based on the sensitivity receptors of the body, to make an ideal shoe shape, as if nature itself had created it? After all, when you **love** someone, you want to do the best for him.

Creativity

Creating TASSLES, we decided to combine good old traditions with modern scientific and technical potential and the possibilities of IT technologies in our favorite business. We see here an immense field for creativity.

And one more thing: **We love you!**



Unique Selling Proposition

TASSLES offers its customers a unique experience at an affordable price to have shoes that are specially made for them based on their special unique physical characteristics using the Artificial Intelligence program.

Brand Positioning Statement

For the first time, TASSLES offers a solution that can change the world of footwear production itself. Our feet experience the greatest physical impact of the external environment. We are confident that by studying and analyzing his reaction, we will be able to create a unique shoe shape for each individual. Because we love you!

Target audience

TASSLES offers a new individual approach to the production and sale of footwear. Custom-made shoes will no longer be the domain of the rich. With the help of our technologies, we offer an individual approach to each customer.

TASSLES[®]
SHOES



According to the study, the main buyers of TASSLES are women with an active lifestyle, aged between 25-45 years old and 95% have a college education or higher.

A portrait of a modern woman is a portrait of a confident person, smart, independent enough, able to achieve their goals and cope with a difficult situation. In addition, she follows herself, decisive, makes a career, but does well at home, independent of a man - a business woman or mother, entrepreneur, teacher, doctor.



Each pair of our TASSLES shoes is made individually exclusively for you.

We love YOU!





C o m p e t i t o r s

PACOGIL

PEDRO MIRALLES
—1959—

pedro garcía CARMEN POVEDA

BRENDA ZARO

PONS QUINTANA

MENORCA 1953

O u r s t r e n g t h s

- The high quality of our products, based on many years of experience and tradition.
- Environmentally friendly raw materials and highly ethical sourcing.
- An innovative approach to every customer.
- Direct to the consumer: we sell to consumers online.
- Also has an in-store experience.
- We create a database of the features of our customers' feet to offer them exactly what they need next time.
- Everything we do, we do with love for you!

B r a n d a t t r i b u t e s

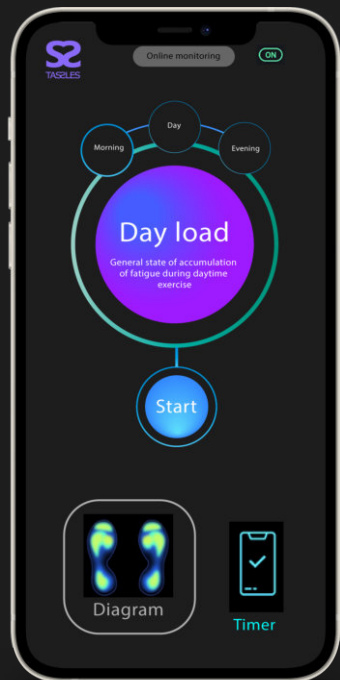
Trustworthy
 Genuine
 Friendly
 Optimistic
 Curious
 And one more thing:

We love you!

Innovations

Our specialists have developed an application capable of using special sensors to read the loads that your foot is experiencing during the day. All information is processed using the Artificial Intelligence of our application and subsequently gives individual recommendations for the manufacture of your particular pair of shoes.

With your first purchase, you get a special insoles with a built-in sensor and access to an online analysis app.



We love you!

F u n c t i o n a l

It just works. We strive for a feeling of lightness and ease in serving you whether it is online or offline.

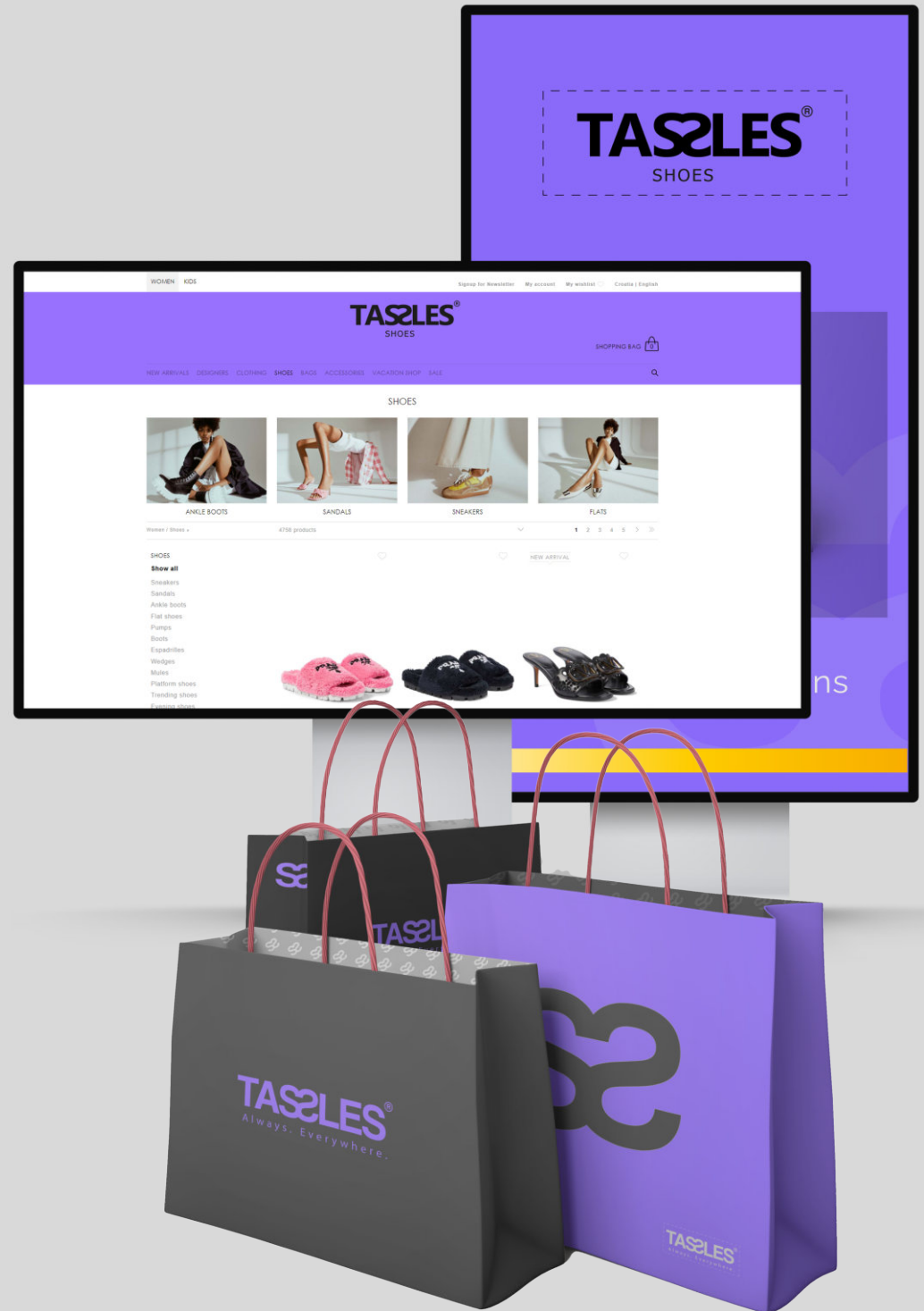
We create a flawless experience.

Concentrate on what is right for you.

We minimize friction.

We're amazingly simple.

We love you!



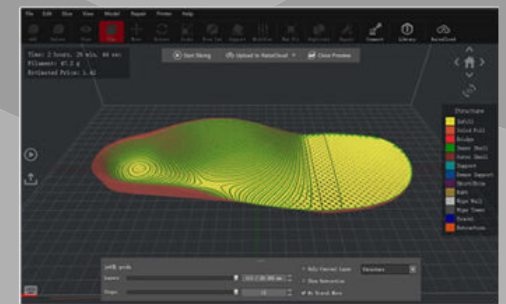
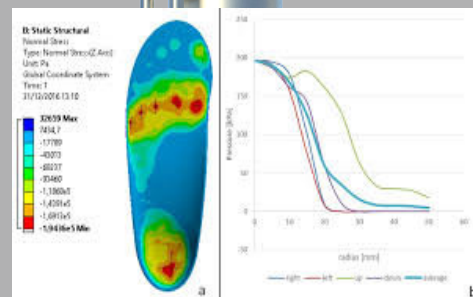
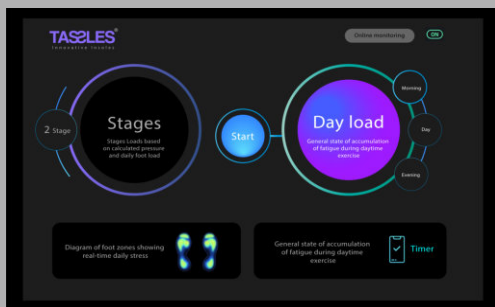
The design drivers that guide us



Design Drivers are the driving force behind all of our work. This is a list of qualities that reflect our passion, experience and Spanish character.

We keep them at the center of our focus as we develop new designs to maintain an inspiring, modern look for our products every step of the way and ensure the highest quality in all forms of communication.

We love you!



H u m a n

We work for people and exist to offer people the best experience of our traditions. We know what our customers want and we want to offer them even more.

We are sincere and friendly and easy to interact with. We are trustworthy and we keep our promises. We evoke positive emotions with our attitude.

We love you!



TASOLES®

SHOES



Sole—94.2% Free Of Virgin Plastic

The average sneaker sole is almost entirely plastic. We use recycled and natural rubber instead, keeping 18,000 pounds of rubber out of landfills—and cutting greenhouse gas emissions by 54%.

Leather—From A Gold-Certified Tannery

47% less electricity, 62% less water, 46% less CO₂ emissions. ISA TanTec is raising standards for tanneries everywhere. That's why it's certified Gold by the Leather Working Group, which maintains environmental protocols for leather.

Laces & Linings—Made Of Recycled Plastic Bottles

We recycled plastic wherever possible, from laces to insole. 9.5 bottles are renewed to make every pair—with 18% less carbon emitted to make those components.



L o g o

Our logo has a font base. The mirror image of the double S forms the heart symbol. This symbol visually supports our main slogan: We love you!

The use of a classic typeface emphasizes loyalty to tradition, while the letter transformation game shows that we are ready to seek novelty in the rich heritage of the masters.

TASOLES[®]
SHOES

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SHOES



TASOLES

E m b l e m

The emblem is used as an additional symbol

Typography

V e r d a n a

A a B b C c D d E e

F f G g H h I i J j K k

L l M m N n O o P p

Q q R r S s T t U u

V v W w X x Y y Z z

0 1 2 3 4 5 6 7 8 9

A a B b C c D d E e

F f G g H h I i J j K k

L l M m N n O o P p

Q q R r S s T t U u

V v W w X x Y y Z z

0 1 2 3 4 5 6 7 8 9



Brand colors

The TASSLES color range is based on the colors of aesthetics - shades of gray from light to dark. Considering that our brand works for women, the romantic color of lavender will come in handy. Well, of course we couldn't resist and added the color of our Spanish sun. Because we love you!



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Brand patterns



Media

