

uin

Brand Book



A close-up photograph of a person's legs and feet. They are wearing vibrant, multi-colored slip-on shoes with a complex geometric and floral pattern in shades of red, blue, yellow, and white. The shoes have a light brown sole. The person is standing on a green cushioned surface, possibly a sofa or bed. The background is a blurred green, suggesting foliage.

Part.1

U in Comfort

OUR STORY

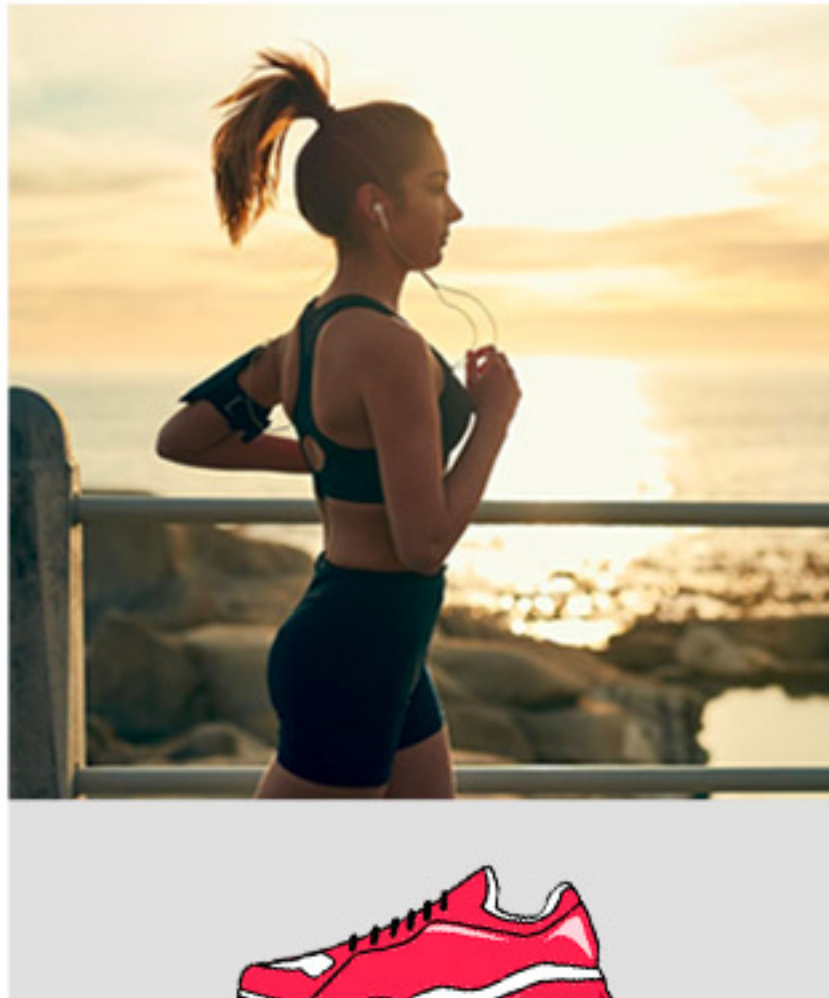


The One Comfortable, Fun Pair for Travel

What shoes should I pack for travel? The wife of a shoe designer from Spain, Fernando Acevedo, always has a hard time packing shoes for travel. She needs comfortable shoes that match her outfits. And there is only so much room in the luggage for inspiration trips.

So why not design fun travel shoes without the hassle? Watching the sunset over the Toledo River, Acevedo was inspired and sketched the prototype. UIN Shoes was born.

Bionit soles. A one-piece upper. And creative, fun prints that change with the seasons. UIN Shoes are comfortable companions made for adventurers like you.



Running



Beach



Party/Night Out



Travel

uin PAINTED ART TRAVEL SHOES

Originated from Spanish Design



The Spanish Designer in Chief

Fernando Acevedo



Fernando



BRAND IMAGE



Humart

A Traveler Full of Fun and Stories

Hi, I am Humart.

I'm a big fan of travel and art who loves to tell stories.

I'm also a connoisseur who longs for freedom and the wonder of life.

The Spanish passion, spontaneity, and fun are in my blood.

With me, you will find your dream in life.

BRAND CORE



BRAND TONE



Passion



Spontaneity



Fun



C-A-L-S-E-N

6 FUNDAMENTALS FOR OUR TRAVEL FOOTWEAR

The perfect pair should be comfortable, full of art, light, soft, easy to put on and feel natural on your feet.



DETAILS

We draw inspiration from Spanish culture and name each collection after a destination in Spain. Each pair of shoes has its personality. And we infuse craftsmanship with modernity and art.



3D Map of Toledo



Cushions & Massage Pads



Logo Back Strap



Leather Tag



Flock liner



Elastic Band



Bionic Design

The shoes are designed for comfort, with room to maneuver for most feet.



Walk of Art

Our signature prints change with the seasons.
Guaranteed to refresh your fashion.

Toledo I
WOW
What A Super IP !



uIN Star - Toledo I

TOLEDOS:

The 12 Essential Collections

Travel is in our DNA. Here are our 12 featured collections.



TOLEDOS:

The 12 Essential Collections



Floral



Fun



Pet

TOLEDOS:

The 12 Essential Collections



Love



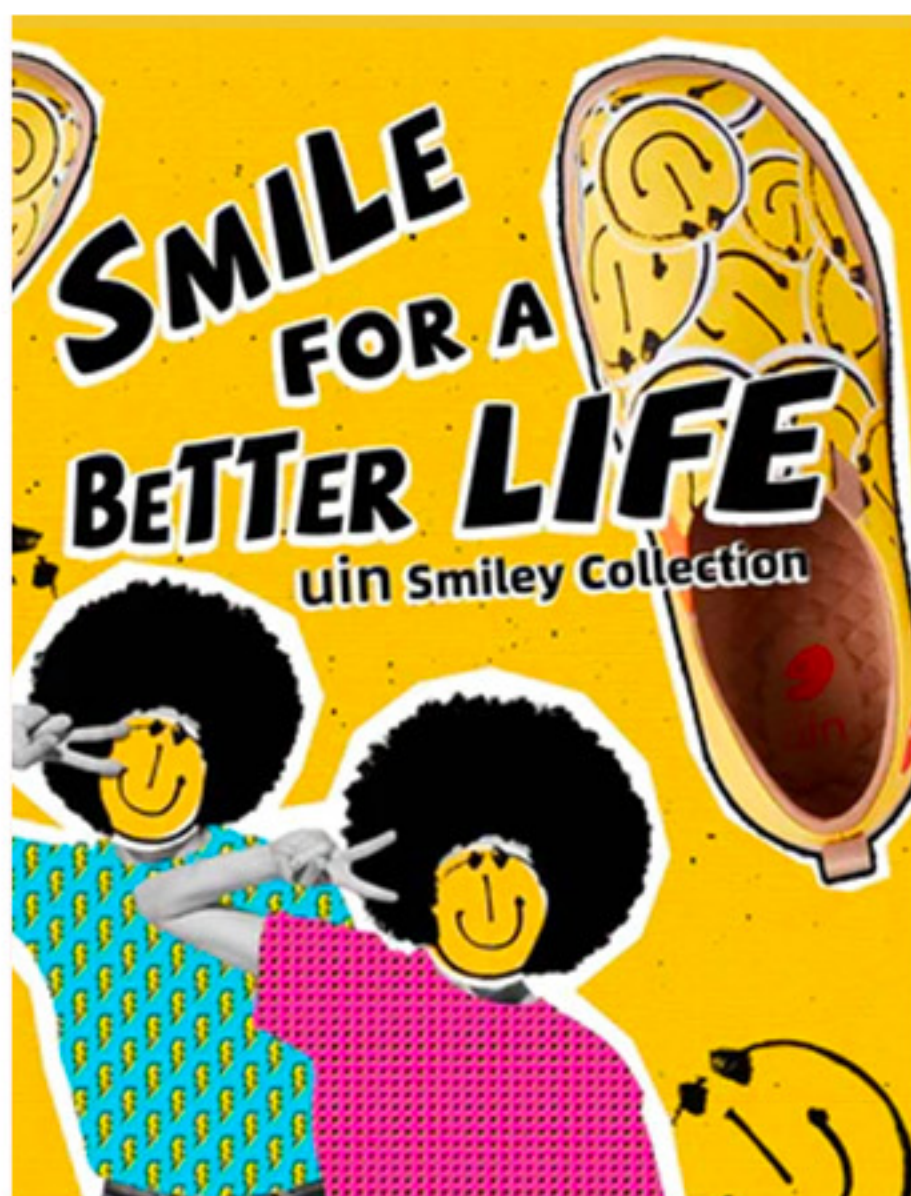
Planet Earth



Constellation

TOLEDOS:

The 12 Essential Collections



Smile



Words & Symbols



Holiday

TOLEDO FAMILY



The one-piece upper is extended by combining different styles of soles. The development of the family lines aims to achieve the market of young consumers with different scenarios of seasons and travel occasions.



The Best-selling Global Market Map



Our footwear is sold in over 100 countries and territories. Key markets include the United States, Germany, the United Kingdom, France, Italy, Japan, Australia and more. In recent years, we have seen a massive increase in our social media presence and are loved by the youngest generation of influencers.



A person is shown from the knees down, standing on a set of stone stairs. They are wearing light blue denim jeans with the cuffs rolled up. Their feet are in slip-on shoes with a cream-colored base and a vibrant floral pattern in shades of orange, yellow, and green. The shoes have a thick, light brown sole. The background consists of a stone balustrade with decorative square and circular cutouts. The scene is brightly lit, with strong shadows cast on the stairs.

Part.2 **U in Style**

TARGET CONSUMERS



People who are into art and travel
They love fashion and unique styles
They focus on personal comfort and life quality
Pursuing an exquisite life experience is one of their life goals

A PLAYFUL TRAVELER

Acquire life's joys from trips

Travel with uin, giving you the chance to

Get closer to the nature

Find more unexpected surprises

Feel more passionate towards life





A UNIQUE ICON

uin dresses up my swanky looks
uin helps me to be noticed,
and to be liked
In other words,
uin is my fashion vane

AN INNER PEACE SEEKER

Spend some uin moments
Give yourself a quiet personal space
To enjoy the simplicity and warmth of life





A LOVELY EYE CANDY

Life can not be the same all the time

So Do You

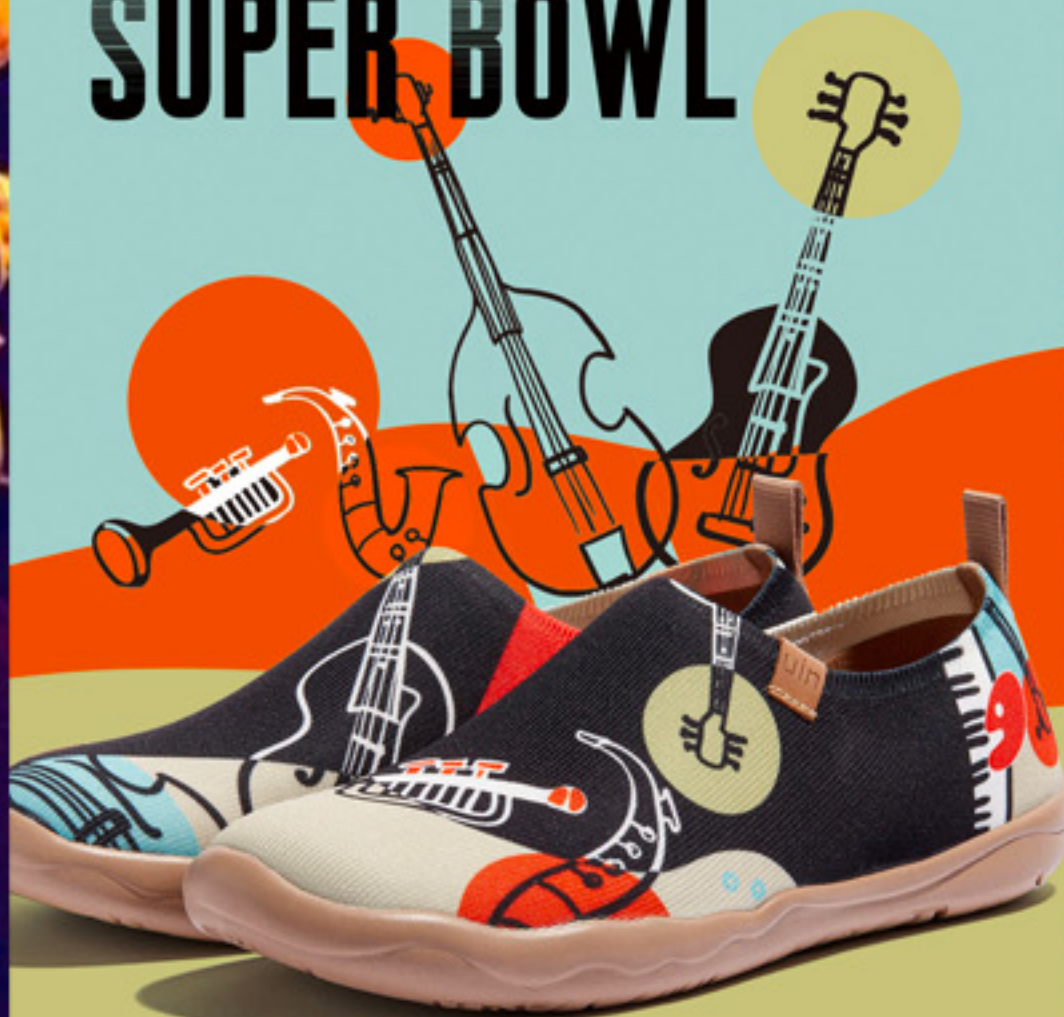
uin gets the magic to spice up your looks,
and level up your temperament

A CONFIDENT SELF-PLEASER

No need to follow the crowd
You are the special one
Follow your heart, and please yourself
You are entitled to try new stuff
And to turn yourself into the person you
want to be



**S'UP
SUPER BOWL**



A CONNOISSEUR OF LIFE.

"Swing Like You Mean It"

Life is supposed to be free, passionate
and energetic

Take uin in your life journey

To discover new wonders of life



A MODERN OUTLIER

Break the rules of time
Set off now with uin
Restart your life anytime anywhere
Amplify your outer beauty
Your life is shining all the time



A man and a woman are sitting on a paved road that stretches into the distance. They are surrounded by a vast field of golden-brown wheat under a bright blue sky with scattered white clouds. The woman, on the left, is wearing a light pink long-sleeved top with white star patterns, a white headband, and glasses. She has her right arm raised in the air. The man, on the right, is wearing a white fedora with palm tree patterns, sunglasses, and a patterned short-sleeved shirt. They are both looking at a large, unfolded map that they are holding together. The man is also wearing a black watch on his left wrist. They are both wearing patterned sneakers. The overall mood is adventurous and joyful.

Part.3 U in story



U in story

Experiences in life
come from exciting journeys.

Life is a journey
Each of U is your life show protagonist
The most captivating moments are about
“Where U Go, What U Find, and Whom U Love”



"Thanks for the Company on My Way of
World Exploration"

Make uin the Best
Companion of Your Journey





LEISURE TRAVEL



Enjoy,
the Spiritual Comfort Brought by the Leisure Travel



TO APPRECIATE

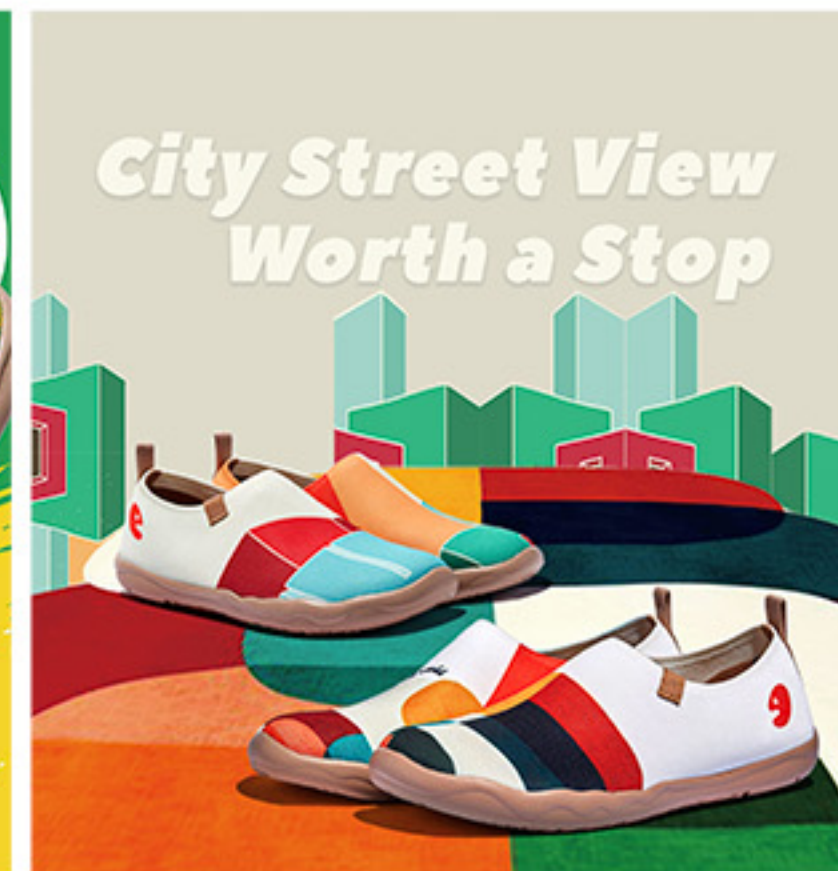
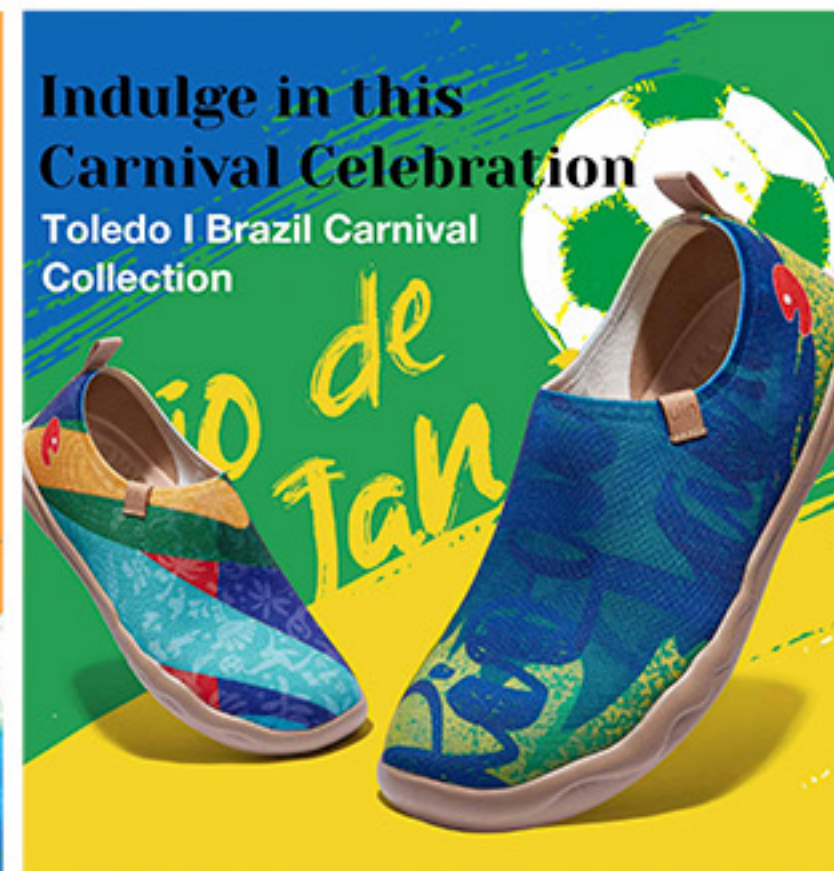
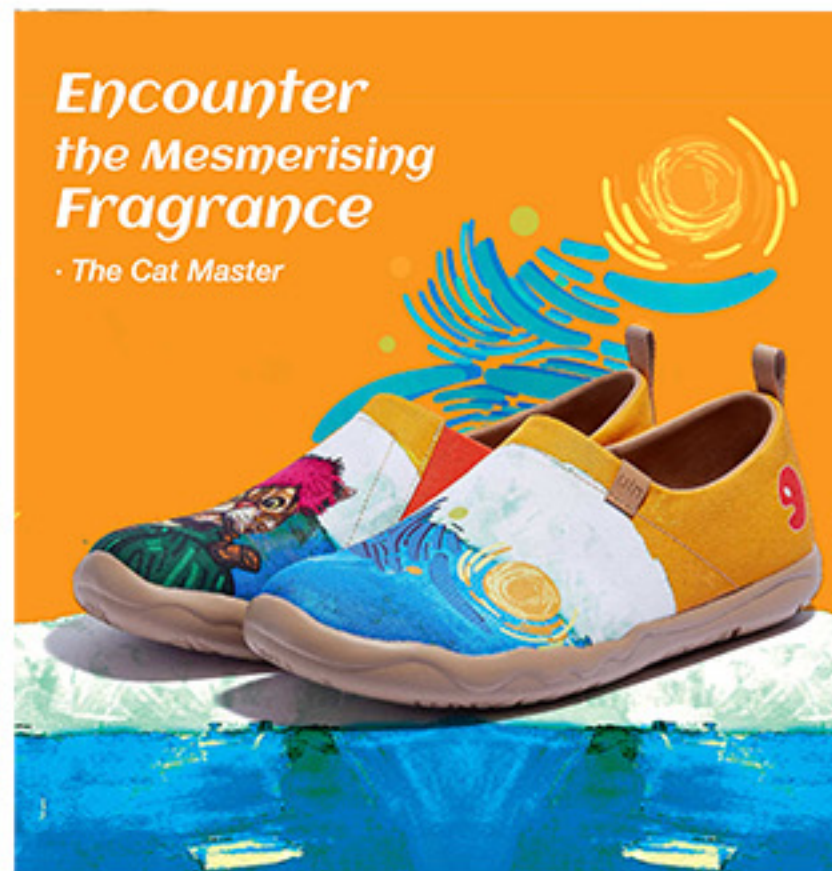
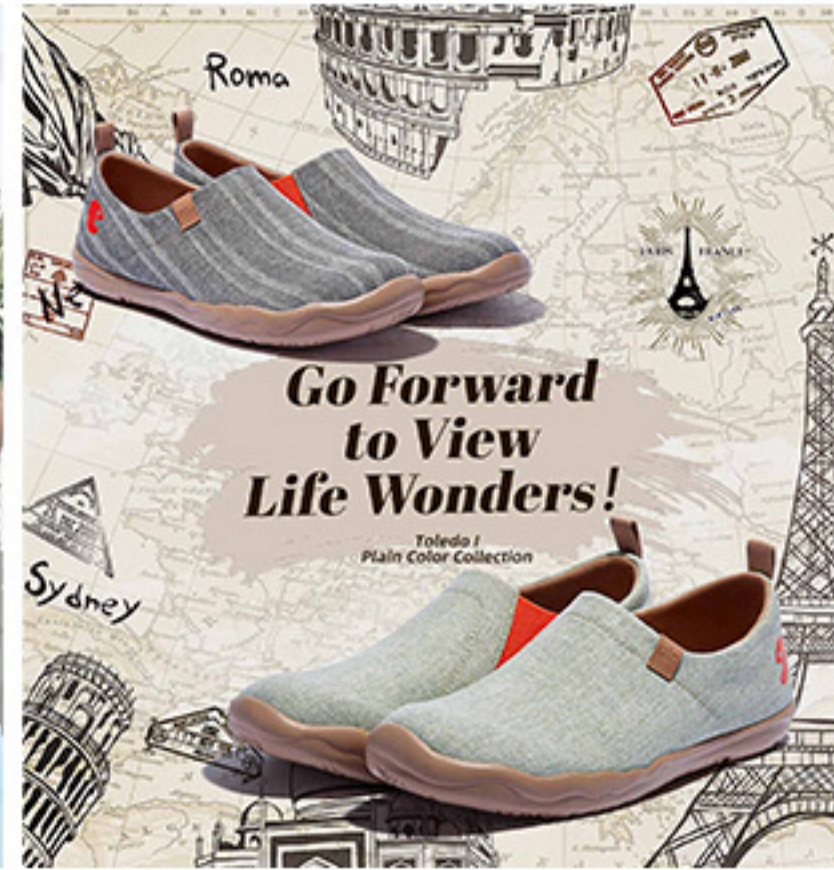
Take a Stroll,
to Appreciate the Freshness and Excitement of Life



Be Spontaneous.
Do Things that You Like

TO EXPLORE

The Creative Journey An Artistic Path



The Creative Journey

An Artistic Path



Public Relations: The Smiley Campaign



SMILEY CAMPAIGN

In 2020, uin admired those who always be hopeful and keep smiling.

Peripheral Products: smiley shoes & T-shirts are made to respond to the campaign marketing.

uin has also created inspirational smiley face campaign videos.



SMILEY CAMPAIGN

"Light up your life with a smile!"



Smile Ambassador
Recruitment



Looking for the
Smiling Angel



Smiling Angel
of the Month



Smiling Angel
of the Year

World-renowned IP Joint Project - FatCatArt

uin × FatCatArt
ART TRAVEL SHOES

Hi, I'm Zarathustra, the Ginger Fat Cat.

My master - Sveta likes to take photos of me. Then she combines my pics with world-famous paintings, resulting in a scene that I stumble into those masterpieces. Recently my images also appeared on uin painted travel shoes.

Take me on the journey, as long as you have me, more happiness that you'll collect on the road.





FatCatArt

World-renowned IP
Joint Project - FatCatArt





THE
NATIONAL
GALLERY

uin
ART TRAVEL SHOES

The National Gallery London x uin Painted Travel Shoes

uin has teamed up with the National Gallery to launch an exclusive collection of shoes for the Timeless Journey: Travel with extraordinary impressionist masters.



World-renowned IP Joint Project
The National Gallery, London

IP COLLABORATION



IP COLLABORATION



World-renowned IP Joint Project
NFT - The Heart Project



MILESTONE ISSUE



FAIRCHILD STUDIO

POWERED BY

FAIRCHILD STUDIO

POWERED BY

Premiere of the 'Travel Shoe'

Spanish designer brand uin Footwear talks travel shoes and forthcoming trends.

Fashion market trends have been traditionally seasonal and based around creative and practicality. In footwear, this is no exception. But Spanish designer brand uin Footwear is changing the game. The brand's new 'Travel Shoe' is a collection of shoes that are designed to be worn in any season, in any weather, and in any location. The brand's founder, Carlos, explains that the 'Travel Shoe' is a collection of shoes that are designed to be worn in any season, in any weather, and in any location. The brand's founder, Carlos, explains that the 'Travel Shoe' is a collection of shoes that are designed to be worn in any season, in any weather, and in any location.



DESIGN AND FUNCTION

Carlos explains that the 'Travel Shoe' is a collection of shoes that are designed to be worn in any season, in any weather, and in any location. The brand's founder, Carlos, explains that the 'Travel Shoe' is a collection of shoes that are designed to be worn in any season, in any weather, and in any location. The brand's founder, Carlos, explains that the 'Travel Shoe' is a collection of shoes that are designed to be worn in any season, in any weather, and in any location.



Footwear's Third Eye

Shoppers seeking shoes that transcend traditional categories can pursue uin Footwear's latest lineup for spring.

As the footwear market continues to evolve, brands are looking for ways to stand out. uin Footwear is one of the brands that is doing this. The brand's founder, Carlos, explains that the 'Travel Shoe' is a collection of shoes that are designed to be worn in any season, in any weather, and in any location. The brand's founder, Carlos, explains that the 'Travel Shoe' is a collection of shoes that are designed to be worn in any season, in any weather, and in any location.



We Are in The News



The uin footwear has been featured in more than 500 articles around the world.

yahoo/finance

Search for news, symbols or companies

Spanish Footwear Innovator uin Partners with National Gallery, London to Launch "A Timeless Journey" Collection Inspired by Impressionist Masterpieces

April 12, 2022 - 3 min read

TOLEDO, Spain, April 12, 2022 /PRNewswire/ -- uin has announced a new partnership with the National Gallery, London to breathe new life into its classic and latest footwear by recreating uin's iconic travel shoes using designs inspired by timeless masterpieces housed in one of the most celebrated art galleries in the world. Global art and cultural IP specialist ARTSTORY brokered the deal for uin to acquire the global creative rights (excluding China) for the new "A Timeless Journey" collaborative collection that features art pieces by era-defining impressionist painters such as Van Gogh and Monet.



Famous Analyst Predicts Huge "Cas..."

He called the collapse of Lehman Brothers in '08, how he's predicting a huge "cash frenzy" and how he's seen it 21 years, now...

Learn More

A.J. Standberry Research

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Search for news, symbols or companies

uin Art Travel Shoes Unveils Its Design Philosophy - "CALSEN"

November 26, 2022 - 4 min read

BARCELONA, Spain, Nov. 26, 2022 /PRNewswire/ -- As an original designer shoe brand, tailored for travelers and art enthusiasts, uin has gone through eight years since it was born in 2014. At present, uin has found favor to more than 100 countries and regions around the world, especially in America, Europe, and Asia. The global authoritative shoe industry magazine FN (Footwear News) in the United States rates uinfootwear "a travel shoe brand full of creativity, bringing warmth and joy to people". uin footwear holds a constant belief -- building an outdoor travel brand with artistic features' support for people who want shoes that conform to their personalities and lifestyles, as well as to their travel experience. Thus, various travelers who are passionate about art around the world have become uin's fans since their request of owning a pair of stylish & comfy travel shoes is certainly heard and met.



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Quick Links

Spanish Footwear Innovator uin Partners with National Gallery, London to Launch "A Timeless Journey" Collection Inspired by Impressionist Masterpieces

PR Newswire ID: 300070-1 Close Time Apr 12, 2022 4:00 AM ET View Release

Pickup

521.9K AVERAGE POTENTIAL AUDIENCE

383 TOTAL EXACT MATCHES

TOP EXACT MATCH PICKUP

yahoo/finance 47.4M visitors/month

Seeking Alpha 6.4M visitors/month

BENZINGA 4.4M visitors/month

KXAN-TV 1.9M visitors/month

MarketWatch 22.4M visitors/month

Financenet 5.6M visitors/month

KTVA-TV 3.7M visitors/month

KXAN-TV 1.9M visitors/month

Cision 7.6M visitors/month

Markets Insider 2M visitors/month

FOX 8 2.4M visitors/month

WGNV-TV 1.4M visitors/month

The industry-leading magazine "FN" calls uin "a brand for style in travel."

PUBLIC RELEASE

A Pair of Magic
Shoes **Full of
Surprises**



A Pair of Good-looking
Shoes **Makes You
Stand Out**




uin

PUBLIC APPROVAL

A Pair of Amazing
Shoes Makes U
Wanna **Travel
ASAP**



A Pair of Swanky
Shoes **Lights Up
Your Outfits**

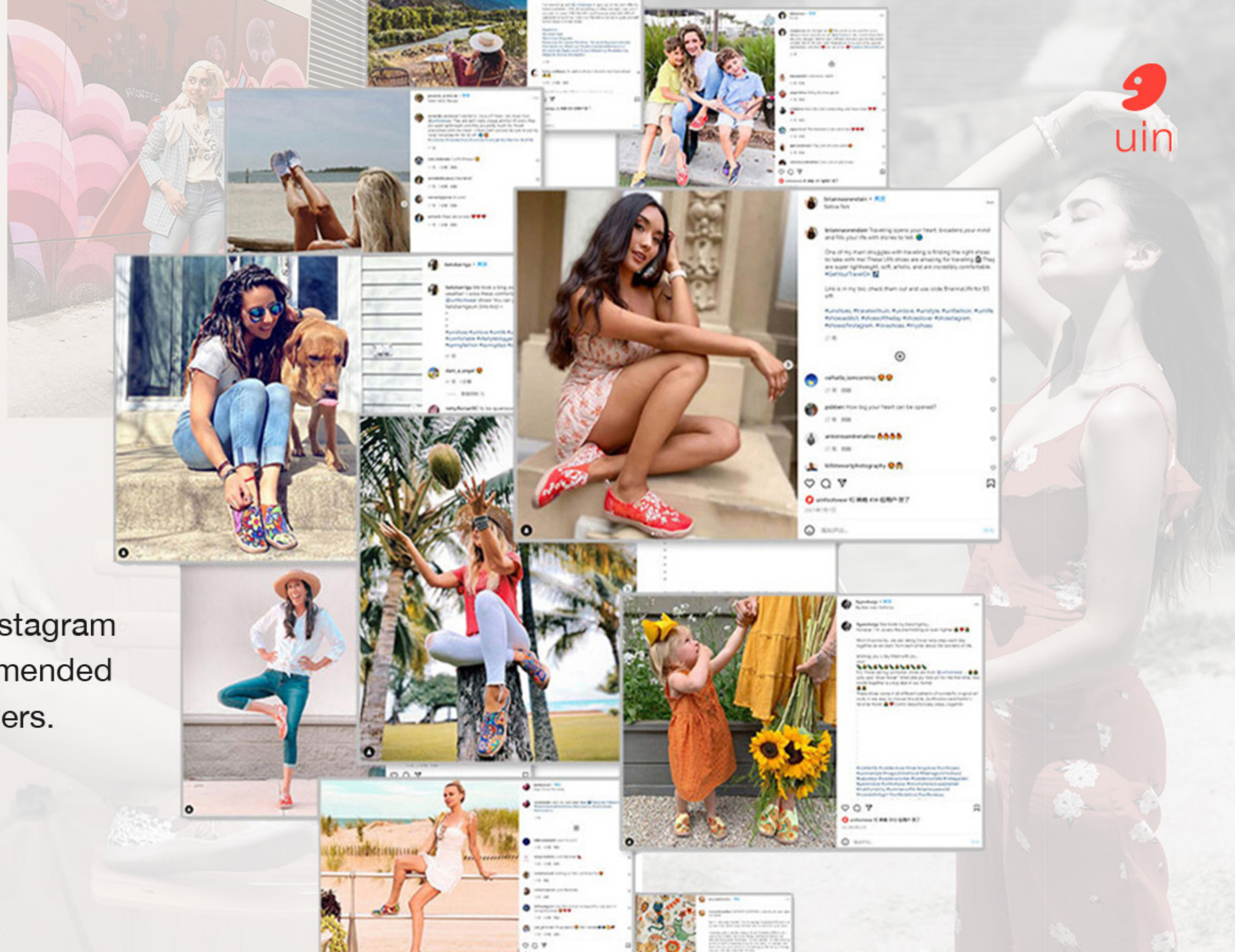


A Pair of
Comfortable
Shoes **Let
Your Toes
Dance**



The uin Show

More than **100,000** Instagram influencers have recommended uin shoes to their followers.





Meet uin Club

Licaj Suada uin Marvelous Mom

"Colors are definitely a **source of dopamine** and a **daily mood booster** for me. It brings a sense of freedom to my personality. This is why uin caught my **eye the first time I saw it**".





DIAN BARKE -
**MY COLORFUL
DIARY** UIN STORY



Dian Barke Uin Fashionista

"I love to travel with my family. Whether we are exploring a new city or country, hiking through jungles or deserts, or soaking up the sun on a quiet beach or in the mountains, **the vibrant colors and comfortable design of uin shoes are perfect for the vibrant atmosphere**".



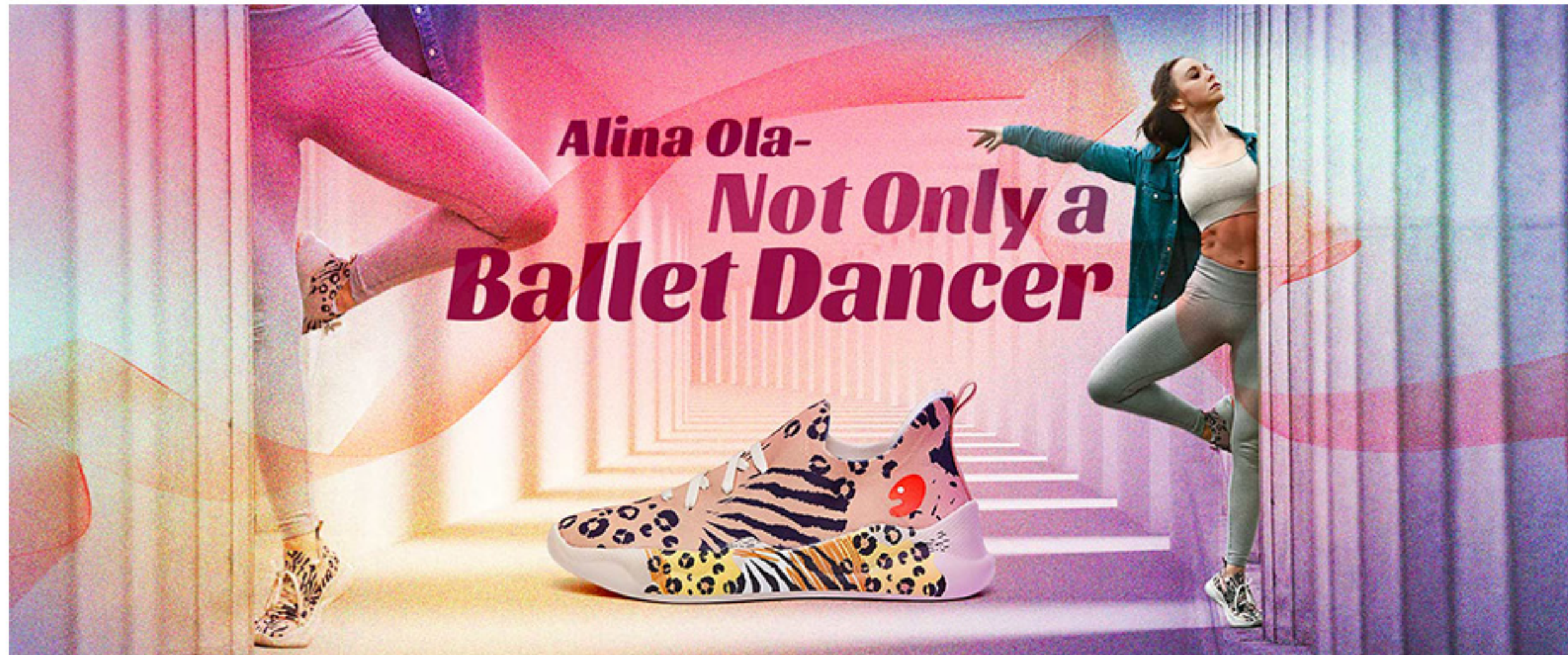
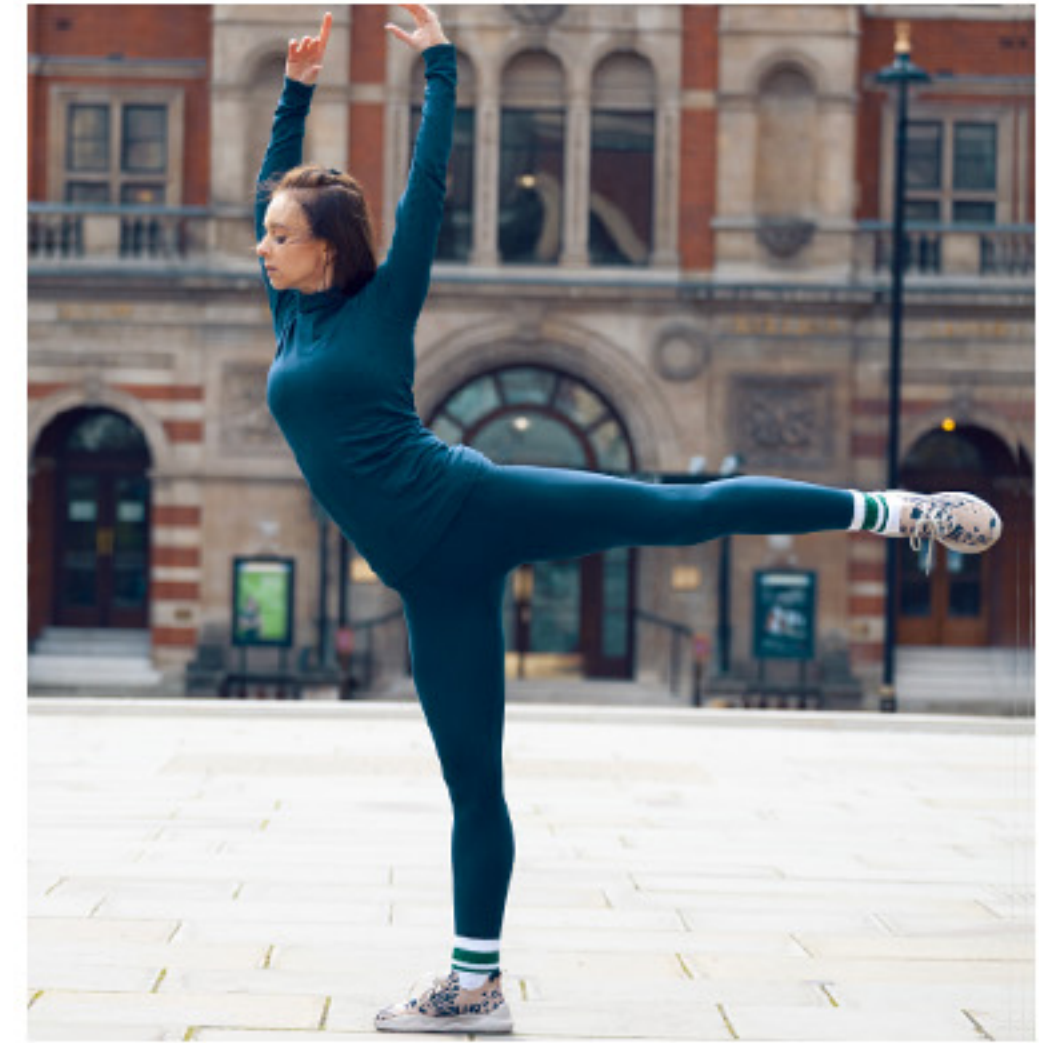
Carlota González uin Stylish Lawyer

"When I first started working as a lawyer, I remember buying two dark jacket suits to make sure I was professional enough. But as time went by, I realized that it wasn't me. **Every woman is unique. That is why I love uin—she never plays by the rules**".



Carlota Gonzalez uin Ballerina

"Shoes reflect my mood and attitude for the day. I like that I can find any style in uin. uin gives me **a wide range of choices** when I want to **express myself differently**".



RETAIL STORES



- Women's Shoes



- Children's Shoes



- Athletic Shoes



- Fashion Sneakers



FOCUS ON TRAVEL

Business Models & Marketing Strategies



"T-Type" Product Model
1+N+M



DTC

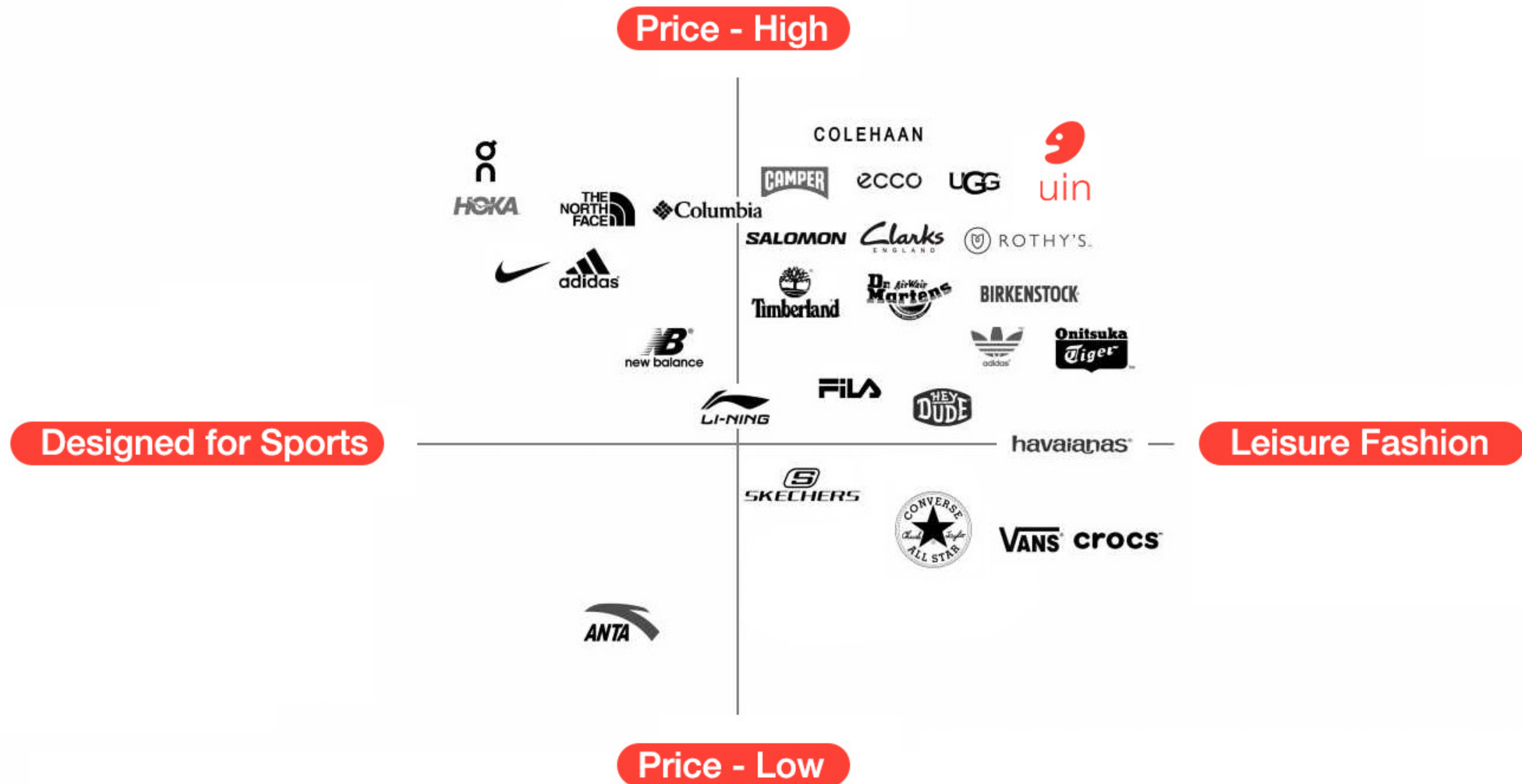


Create a Super Flagship
Toledo I & Toledo Family



IP Collaborations

Brand Positioning Coordinate Map





OUR MISSION

At UIN, we design our shoes to inspire our customers' journeys and use our creativity to create unique stories.





uin

ART TRAVEL SHOES