

KOIO

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HUMBLE LUXURY - REDEFINE CLOTHING

KOIO, the luxury footwear brand, was founded in 2015 by Johannes Quodt and Chris Wichert, two sneaker enthusiasts who met at Wharton Business School. Their passion for high-quality sneakers led to creating Koio, emphasizing craftsmanship and sustainability.

After visiting over 30 factories in Italy, they partnered with top manufacturers in Florence to ensure each shoe met their high standards. This dedication to quality shows in their use of premium Italian leather and handcrafted techniques.

Koio made its mark in the luxury sneaker market with a minimalist aesthetic and exceptional comfort. Their direct-to-consumer model offers luxury without the markup, making premium sneakers more accessible.

The brand also emphasizes sustainability, supporting the Arctic Fox Initiative and actively participating in environmental conservation. Koio blends modern design with nature appreciation, creating stylish footwear that is both high-quality and kind to the planet.




KOIO'S luxury footwear line focuses on minimalist designs, offering sneakers, boots, loafers, flats, and sandals for both **men and women**. Their Classic Sneakers like Capri and Primo are crafted from premium Italian leather. Boots such as Cortina blend ruggedness and refinement, while Loafers offer slip-on sophistication. Flats and sandals are designed with women's comfort in mind, rounding out a versatile collection.




A cornerstone of **KOIO'S** sustainability ethos is its meticulous selection of materials. The transition to **Leather Working Group (L.W.G.) Gold Medal Certified leather** and the adoption of soles made from a mix of natural and recycled rubber are testaments to the brand's environmental commitments.

Masterfully Crafted,
Effortlessly Timeless



Koio's Pale Blue Dot collection pioneers eco-friendly footwear with its innovative use of **apple waste** in the material. This vegan line prioritizes sustainability without sacrificing style, incorporating **recycled rubber soles** to create an alternative to traditional leather shoes. By utilizing leftover apple peels and recycled content, Koio reduces its reliance on fossil fuels and **minimizes the production of microplastics**, staying true to its ethos of environmental responsibility while offering shoes with a distinct minimalist design



Regenerative Line, Koio partners with **Swiss farms** to source leather from cows raised in natural environments, achieving a more sustainable, carbon-neutral approach. The leather is paired with **biodegradable soles created from responsibly harvested Hevea tree milk**. These regenerative practices contribute to the brand's mission of aligning with nature while crafting long-lasting footwear. Koio aims to redefine luxury footwear with collections that combine durability and sustainability for a positive environmental impact

FROM GARBAGE - TO GLORY

KOIO is deeply committed to impeccable craftsmanship in their footwear production. The company **visited 34 factories** across Italy before selecting a renowned manufacturer in Florence to partner with. In this artisanal studio, each pair of shoes is expertly handcrafted from locally sourced leathers, suedes, and recycled materials. Before a pair is considered complete, it is **meticulously crafted by 42 skilled artisans**, ensuring the highest quality and precision in every step of the process.



KOIO innovative product lines emphasize sustainability with **biodegradable materials and vegan leather derived from apple waste**. As a pioneering brand in environmentally friendly vegan footwear, Koio utilizes plant-based materials like **recycled rubber, natural latex, and cork** to create aesthetically pleasing, comfortable sneakers. Their approach aligns with a vision of minimal environmental impact while inviting customers to journey towards a **greener future**

ITALIAN CRAFT, SWISS LEATHER, LOVED & WORN WORLDWIDE



KOIO steps into the footwear scene with quality, luxury, and humble design, embodying "sole" purpose by merging Italian craftsmanship with a minimalist flair. Their sustainable approach shines through collections made from **biodegradable materials and innovative apple waste vegan leather**, highlighting their commitment to eco-friendly fashion. The sneakers, boots, and loafers offer sleek versatility for any occasion while reflecting Koio's dedication to the planet and style. With their pioneering, environmentally conscious approach, Koio remains "grounded" yet adventurous, leading the way to a more sustainable future while keeping luxury at your feet.

Don't waste the Waste,
Crafted with Taste

KOIO

