



arrels
BARCELONA

**WE DON'T CREATE SHOES.
WE CREATE ATTITUDE IN
THE SHAPE OF SHOES**

Arrels is much more than just a footwear brand. It is an attitude toward life. It's waking up on the right side of the bed (is there really a wrong side?), stepping into the shoes of optimism and starting the day off with energy. It's having a bowl of enthusiasm for breakfast and setting off to share it with the world. Arrels means walking through life with a spring in one's step, enjoying the ride, searching for the rush in everything one does. Hence our motto: Upbeat Shoes.

PROUDLY OPTIMISTIC

Despite the tailspin the world finds itself in. Despite the competition and the ever-increasing number of firms going under. Despite the many reasons to not even try, we are here: happily fighting against the odds, ready to conquer the world. And if we see that the glass is half empty, we'll just ask the waiter to fill it back up.

MADE OF BARCELONA

We are fed up with those who try to reduce Barcelona to a brand. Barcelona is eclectic, singular, and plural all at once. Barcelona is sea and mountain, tradition and modernity, order and chaos. So instead of saying that our shoes are *made in* Barcelona, we prefer to say that they are *made of* Barcelona, crafted with all the inspiration we take from this city.

NATURALLY URBAN

We are rural urbanites. Or metropolitan country folk. It sounds contradictory, but what do we care. We are touched by the untroubled calm of a meadow and the unrelenting bustle of a market. By the melody of a soft breeze and the roar of a packed stadium. By the natural beauty of a forest and the magnificence of a skyline. We are bizarre creatures, with an urban spirit and a rural soul. And there are more of us than you think.

FEET ON THE GROUND, HEAD IN THE CLOUDS

We are artists first and shoemakers second; grown children who love to innovate. Who like to play and experiment with shoes. We co-create our collections together with illustrators, musicians, graphic designers, or perfumers. We fuss over the details with the patience of an artisan because it is the creative process that we enjoy above all else. Like kids in a candy store? No, like kids in a shoe store!

ADDICTED TO COLOUR

We live in profoundly grey landscapes. In hostile and contaminated environments, imprisoned by stress and monotony. In light of this, Arrels wants to oxygenate the city and help urbanites reclaim their wilder side. Colour is our weapon of choice against uniformity, and we are committed to recovering the exuberance found in nature. That is why we see everything in colour... without needing strange substances.

100%
HUMAN

People are the soul of Arrels. And for a brand, the soul is everything. Without it, a product is just merchandise. As a human-friendly company, we have neither a Customer Service nor an HR Department because we believe that people are neither mere clients nor simple resources. We are not looking for employees, clients, or suppliers, but for partners, friends, and ambassadors.

MUSIC MANIACS

Arrels is a music-loving brand and we have our feet on any dance floor, concert or festival where there is good music playing. We understand that fashion and music are two conductors of emotions. And we love to mix them up: to pair sounds and footwear. That is why we name each shoe according to its sound.

HONEST RATHER THAN PERFECT

We were born to do great things rather than big things. We want our shoes to leave a positive footprint, that's why we want to be respectful of people and the environment, creating footwear with local sole and global soul. Even though we won't always get it right. Even though we will make mistakes and have to rectify. Even though we will never be perfect. Luckily.

BISEX

We design with people rather than with genders in mind. Our shoes have no sex; or better yet: they have sexes. Instead of defining ourselves as *agender* –the newest industry-created it word– or *unisex* –a word that suggests the opposite of its real meaning– we prefer to say that we make *bisex* footwear. It's simply more of a turn-on...

UNIQUE AND RADICAL

Radical, from the latin *radix*, is nothing more than being true to one's roots. That's all we aspire to be: unique and authentic. Hence our name: Arrels, "roots" in Catalan. We don't expect to please everyone. We count ourselves lucky because we are doing what we love. And that's enough for us. Because, as the wise man said, the best part of being oneself is that there is no one to compete with.

“You can reach timelessness if you look for the essence of things and not the appearance. The appearance is fashion, the appearance is trendiness, but the essence is timeless”.

Massimo Vignelli

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