



DARE TO CHANGE... YOUR SHOES!

CHAS ARMISTEAD

You never know where inspiration will hit. For Dave Curry it came on a beautiful day on the Michigan Shores coastline. While watching his daughters frolic in the water, he looked down at his Allen Iverson shoes that he had just bought. They already looked trashed. "That's when the idea hit me. There had to be a better and more efficient way, other than having to shell out another \$150 for a new pair of kicks. I thought, let's just zip off the cover and

put a new one on." say Curry. And thus, the odyssey from commercial real estate broker to shoe designer began.

With no experience at all in retail, Curry forged ahead. "I just kept thinking, I want to buy several pairs of shoes for that price and I'm sure a lot of other people feel the same way I do. I think outside the box. I try to be creative and innovative about everything

from how I raise my daughters to how I run my business. I wanted sneakers where you could remove the top and change the entire look of the shoe," says Curry. "I didn't know if this existed, but I knew it was something that I had never seen."

After designing the shoe, securing an overseas manufacturer, implementing multiple marketing strategies and raising capital, PODI shoes were created. These kicks – which have a stable foundation and ergonomic design – have a zipper around the outer edges of the shoes. The covers can be removed and replaced depending on your mood or your outfit.

"At first, I wanted to name the shoes Skin but that was already taken. So, I chose PODI, which is Greek for the word foot. I wanted the name to be something memorable and to have meaning."

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During the development process Curry had to come up with a tag line. He chose "Dare to Change" because of its multiple meanings. "It

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highlights the concept of the shoe and it's also a good philosophy for life. I certainly dared to change."

Independent focus groups as well as gorilla marketing tactics have proven over and over again that the PODI concept has hit a nerve with consumers.

"I have been on sales calls where an entire restaurant staff has come over to the table and watched me change the covers on my shoes," says Curry. "It's both surreal and exciting."

Curry designed six shoe covers for women to choose from and five for men. For the price of \$129 consumers receive the base shoe, three covers and a sleek draw-string Dare to Change backpack to keep the shoes and covers in. Visit Podiwear.com for more information and after you buy a pair, send them a picture of your fabulous self with your shoes on and they'll put it on their website under **PODI PEOPLE. scene**