

Dave Curry/Owner
dave@podiwear.com

PODIWEAR MAKES RETAIL DEBUT IN CHICAGO

FOR IMMEDIATE RELEASE:



PODIWEAR makes its Chicago retail debut at ALTERNATIVES SHOES. Owner Sandro Ciurcina says, “Our mission states, ‘Shoes made with passion taking their inspiration from life.’ That is exactly what PODI shoes do. We’re so excited about carrying their line that we’re showcasing them at both of our locations.”

This retail launch signifies PODI’s second stage of development. They are transitioning into a dual commerce model conquering both the retail and e-

commerce market. Dave Curry, Inventor/Owner, says, “We’ve proven ourselves in one market and are now thrilled with the immediate success we’ve had at ALTERNATIVES. The response has been phenomenal!”

PODI’S unique interchangeable cover concept is capturing the attention of Chicago shoe aficionados. Their appeal is in their ability to change the style to match your own personal style. Its appeal is to all ages both men and women, young and old.

ALTERNATIVES owner Ciurcina goes on to say, “We have PODI’S video playing at our store and people are just drawn to it. They have never seen anything like this before.”

Curry’s revolutionary design is changing how people think about shoes. “The possibilities are endless for ways people can express themselves. We’ve had so much success with the shoes. We are excited to unveil our next design.” says Curry.

To check it out for yourself head on over to ALTERNATIVES in the Bloomingdales Building, 900 N. Michigan Ave or at BLOCK 37 on 108 N. State St. If you can’t get to one of these locations please visit www.podiwear.com

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PODI, INC., 333 N. Michigan Avenue Suite # 321 Chicago, IL 60601