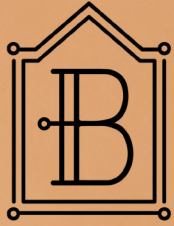


MEDIA  
KIT.



BIRDIES



FINDING A *Sole Mate*  
HAS NEVER BEEN EASIER

Meet the shoe that's beautiful inside and out.

### 3 NOTE WORTHY

Our Co-Founders give you the who, what, where and when on all things Birdies.

### 4 A LITTLE BIRDIE TOLD ME...

Shh...Get the scoop on the stylish flat that's secretly a slipper.

### 6 WHAT WE'RE MADE OF

Read all about the materials and exclusive technology that make Birdies so fashionably comfortable.

### 8 BIRD WATCHING

Acquaint yourself with our classic styles and ever-evolving new collections.

### 16 SEEN & HEARD

Get caught up on all the Birdies buzz hitting the press.

### 18 JOIN THE FLOCK

You're invited! Be a part of our social circle and stay in the loop on all of our happenings.

### NOTE WORTHY

We started Birdies as a brand born of women, dedicated to serving women. As two working moms, we know only too well how critical comfort is to feeling like our best selves every single day...and how liberating it is when we can multitask without having to change our shoes. That's why we put a whole lot of love and care into every pair of Birdies.

Inspired by our passion for bringing friends and family together, we originally designed Birdies as a comfortable and stylish slipper for home entertaining. Frustrated after years of hosting barefoot or in frumpy slippers, we decided to solve the problem ourselves. And we knew other women would relate.

Since we set out to create a product that didn't exist, we had to get creative. Traditional slipper companies tell the story of a person lounging, feet up, in sleepwear and usually alone. So we knew we had to tell a completely different story—one that was about bringing people together and creating community. With that, we invented a new category of footwear merging luxurious style and ultimate comfort with our exclusive 7-layer cushion technology.

But then a funny thing happened. You decided Birdies were just too good to keep inside and wore them everywhere. So we added a thicker sole and built a shoe that delivers the superior style, comfort and durability you asked for. Every step of the way, you've helped us create the most versatile and comfortable flat in the world. We never stop listening, constantly looking for ways to evolve. We blend the best of design with the best of quality and innovation to create beautiful, transformative products and heartfelt actions—each and every day.



BIANCA GATES & MARISA SHARKEY,  
CO-FOUNDERS OF BIRDIES



# A Little Birdie Told Me...



1



## POWER TRIP

Born from two strong women whose love of style also requires a high standard for comfort, Birdies is unapologetically feminine, fiercely female, remarkably powerful and made for independent spirits.

## TWO-FACED

There are two sides to every pair of Birdies: Each one features a super soft slipper-like feel and an uber-chic designer flat aesthetic. (OK, three sides: each pair of Birdies also offers the comfy-strong support of a sneaker.)

2



3



## SLIP + SLIDE

Our smoking slippers and backless Slides travel around the world just like you; in fact, over 75% of our customers wear their Birdies everywhere. Slip into something more comfortable whether you're entertaining at home or out and about.



4

## MEANINGFUL DESIGN

Footwear that multi-tasks. Check! A shoe that gives back through charitable efforts. Check! (Birdies has donated proceeds to organizations such as Baby2Baby, which provides children in need with basic necessities.) Multiple vegan options, check and check! (No actual birdies were harmed or used in the making of our Birdies. All of our velvet and satin slippers are 100% vegan.)

## STYLE MEETS SUBSTANCE

It's not enough to design a shoe that we love to look at. Or a shoe that we love to wear. We want both. Our style-through-substance ethos demands that we combine great design with unparalleled quality and innovation, while always keeping a bird's-eye view of the Birdie woman and all of the roles she plays, from badass mother, wife and friend to lawyer, boss, and human rights activist.

5



6



## CLASSICS SPEAK LOUDLY

Birdies slippers use luxurious fabrics rendered in timeless nudes and blacks with vibrant bursts of color, and fun floral patterns, animal prints, and flirty fringes for when you're looking to put even more pep in your step.

## GIRL GANG

From Meghan Markle and Brie Larsen, our Birdies slippers boast an impressive crew of loyal fans who flock to the brand for style and substance.



7





# what we've MADE of...

Explore the innovative materials and exclusive technology that make Birdies so fashionably comfortable.



## WE'VE GOT SOME SERIOUS SOLE

From the onset, it's been our intention to create a footwear brand that supported our customers by sending them off on a step in the right direction for whatever the day had in store. We set out to prove that comfort and style were not mutually exclusive unto themselves, but rather functioned better together. It was this deeply rooted ethos that led to the creation of a new type of slipper

combining the support of a sneaker, the softness of a slipper and the stylish aesthetic of a designer flat. Luxe materials combined with 7 Layer Responsive Cushion Technology mean you'll want to wear Birdies at home and everywhere. They're beautiful inside and out in every sense.



### THE ANATOMY OF A BIRDIE 7 Layer Responsive Cushion Technology



- Signature Satin Quilting
- Pressure Reducing Heel Cookie & Elevating Arch Support
- Breathable Poron® Comfort Cushioning
- Dual-Layer High Density Memory Foam
- Shock Absorbing Cushioning
- Extra Memory Foam





# BIRD *watching*

Acquaint yourself with our classic styles and ever-evolving new limited edition collections.



## *THE* **STARLING**

An elevated interpretation of our classic smoking slipper finely crafted in lush velvets and suede, The Starling is indeed a star. Crafted in neutrals of Black, Ice, Slate, and Latte, or a more wild cheetah print and whimsical floral embroidery, you can easily live in this outfit-maker all day, every day.



## *THE* **RAVEN**

Make a statement in our best-selling Venetian-inspired slipper, reimagined as a slide silhouette. The textured-satin, tapered body will have you feeling ready to take flight.







# THE SPARROW

Take the feeling of the tropics with you everywhere you go in our open-toe slide silhouette. Decorative fringe in blush, champagne, and two-tone sangria, these Birdies will have all eyes on you.



# THE PHOEBE

We've updated the classic loafer to a slip-on version finely crafted with rich fabrics and elevated details. They're fit for a king, so you're sure to feel like royalty. (Seriously—floral jacquards used to be the pattern of choice for kings back in the day!)





# THE SONGBIRD

We have one word for you: Pom-poms. Crafted in lustrous velvet or satin and embellished with handmade decorative details, these fun and festive slip-ons will have you cheering from the moment you step into them. (And if you're feeling extra, we have a version adorned with crystals too.)



# THE HERON

Inspired by the slippers worn by Venetian gondoliers, our twist on the classic smoking slipper is skillfully crafted in rich fabrics. When we slip them on, we're instantly transported to Venice, exploring the canals on a romantic boat ride.





# SEEN & HEARD

**E**NEWS

“While Birdies are designed for the entertaining space of your house, they do have rubber soles, which means you can feel at home wherever you are.”

*“Finally, a pair of slippers as comfy as your beloved, beat-up pair that actually do justice to how stylish the rest of your footwear collection is.”*

**InStyle**

**Forbes**

“Birdies combines the softness of slippers, the support of sneakers, and the fashion of a designer shoe.”

“Instead of greeting your guests in your bunny slippers, there are Birdies, a footwear brand offering an assortment of stylish women’s slippers made for entertaining at home.”

**Los Angeles Times**

**TOWN&COUNTRY**

*“A pop of color and pom-pom is all you need to fool people into thinking you look fancy and put-together—when you’re actually the most comfortable person in the room.”*

“Comfy and chic flats designed to keep up with your active lifestyle is their thing.”

**People**

cupcakes  
and  
cashmere

“I loved that they not only had the rubber sole and are extremely comfortable and cozy, but look like ‘real’ shoes.”

“As it turns out, these cozy buys also make the perfect travel shoe. Celebrity fans including Meghan Markle and Emmy Rossum have graced first class in their own pair.”

**BRIT+CO**

**ELLE DECOR**

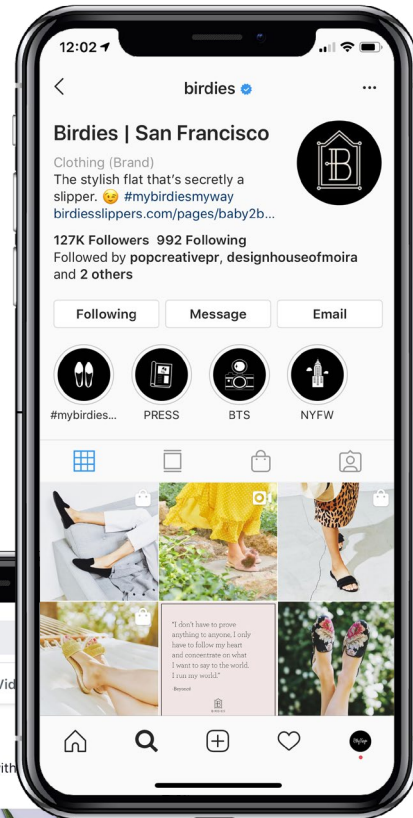
*“Slippers are a holiday gift staple, but this canary yellow pair is anything but boring.”*





# Join the FLOCK

Be a part of our social circle! From fun newsletters and Insta-campaigns to news stories, new collections, behind-the-scenes and stay in the loop on all of our happenings.



Follow us @Birdies

Coming Soon

Take us with you wherever you go



BIRDIES



From New York to San Francisco, everyone across the country has a favorite. Here's what's trending in Birdies' top-selling cities.

SHOP NOW



New York City

Black is always in style in New York, so it's no surprise that our ladies there are buying up the best-selling Starling in this classic shade.

SHOP THE STARLING

Los Angeles

The Phoebe in floral jacquard is the go-to for Angelenos, who are serious about laid back style and effortless elegance.



SHOP THE PHOEBE

Miami

The bright coral Ani, with its asymmetrical design and matching fringe, is the perfect complement to the city's Art Deco style, and our Miami girls agree.



SHOP THE ANI

Sign up for our newsletter

BIRDIES

PERFECT PAIRINGS



Getting dressed for summer entertaining has never been easier...or brighter. Just add these Birdies for a burst of color, and serve up your favorite fruit cocktail.



SHOP NOW

LIMONCELLO COLLINS + CITRINE SONGBIRD

In a pitcher, combine 16 oz. limoncello, 12 oz. gin and 8 oz. lemon juice.

