



ALLEN 1922
EDMONDS
PORT WASHINGTON

A man with a shaved head is walking down a set of concrete steps. He is wearing a light blue ribbed sweater, dark grey jeans, and black leather boots. He is holding a green trench coat open, revealing a tan interior lining. The background is a stone wall with a window frame. The lighting is bright, creating strong shadows.

ALLEN EDMONDS
PURPOSE

INSPIRING THE SHAPERS

OF TODAY AND TOMORROW.

To accompany these men with those few exceptional things they bring to enrich their journey.

ALLEN EDMONDS
PERSONA

THE PRACTICE OF **NEW WORLD CRAFT**

Craft is the endless pursuit of perfection. But there are two directions this pursuit can lead you. Forever locked in the past. Or remaining ever-open to the future. We choose the latter. We always have, since 1922.

This approach defines our practice of New World Craft. It gives us equal appreciation of the time-tested and the timely, as we strive to advance the performance of every shoe we make as we tirelessly re-image American style for the men who shape their todays and tomorrows.



ALLEN EDMONDS
PERSONA

WE BELIEVE IN PORT WASHINGTON

At Allen Edmonds, we make shoes for the men out there shaping their world, no matter what shape it takes, personally or professionally. Our shoes are built to support those who approach obstacles and opportunities with intelligence and resourcefulness.

Who won't trip over the latest shiny object in their path, or dig in their heels for old ways of thinking. For them and for us, craft is not stuck in time. Or about flash and pretension. It's a promise to continually re-imagine style and improve performance by incorporating the best materials and techniques at any giving moment.

In that way, we've been updating what it means to craft shoes since our first pair came out in 1922. Here, craft will always live at the intersection between method, experience and imagination.

ALLEN-EDMONDS SHOE CO. BELGIUM, WIS.

585



ALLEN EDMONDS
PILLARS



**EXPERT
INNOVATION**

We continue to craft beautiful shoes for nearly 100 years because we are constantly innovating. Our expertise in handcrafting high quality shoes allow us to meet the needs of today's American lifestyle, which demands the balance of aesthetics and performance in every step.

**HANDCRAFTED
COMFORT**

Beautiful shoes handcrafted with an unyielding comfort focus.



**THE PERFECT
FIT FOR
EVERYONE**

Inclusiveness expressed in our offerings – sizes 5AAA to 15EEE.

**PERFECTLY
IMPERFECT**

No two shoes are alike, when using premium tier leathers to create your shoes over 212-steps, every shoe is custom and uniquely yours.

**MORE
QUALITY,
LESS WASTE**

Recraftable shoes are carbon conscious and extend the value of your shoes.



ALLEN EDMONDS
PRODUCT

**AUTHENTICALLY
AMERICAN**



ALLEN EDMONDS
PRODUCT



**BEAUTIFULLY
CRAFTED
SHOES**

ALLEN EDMONDS
PRODUCT



**PURPOSEFULLY
DESIGNED FOR
COMFORT &
VERSATILITY**





ALLEN EDMONDS
PERFORMANCE

**COMFORT WELT
 SYSTEM™**

The 360° Goodyear welt is a hallmark of Allen Edmonds footwear. Since 1922, Allen Edmonds has made shoes using our Bench Welt™ technique. Over time, our welt offering has evolved to meet the specific comfort needs of the modern man.

No longer is a dress shoe just a dress shoe – from lightweight shock absorption to a weatherproof seal, each one is handcrafted with unique performance technologies to deliver a superior comfort experience.

Welts allow the footwear to be Recrafted over and over again thus increasing the life of the shoe. This also means less waste, more earth friendly sustainability and, of course, a better value than spending money on non-recraftable “one and done” shoes.

	<i>Bench</i>  <i>Welt</i> 360	<i>Speed</i>  <i>Welt</i> 360	<i>Feather</i>  <i>Welt</i> 360	<i>Storm</i>  <i>Welt</i> 360
Comfort	Personalized Fit	Flexibility	Sneaker Like Feel	Weatherproof
Recraftable	Yes	Yes	Yes	Yes
Removable Insole	No	No	Yes (To accommodate custom orthotics)	No
Description	Introduced in 1922, this is our original and still ever-popular 360° Goodyear welt built with a CustomCork™ insole that molds to the contours of your foot for a custom-like, personalized fit.	This 360° Goodyear welt is designed with 4-layers of modern comfort technology to absorb shock as well as enhance shoe flexibility.	This 360° Goodyear welt is built to feel like a sneaker. It's lightweight and features a rubber outsole that provides all-day comfort, and a removable insole so you can choose to personalize your fit with a custom orthotic.	Built tough to conquer the elements, this sealed 360° Goodyear welt defends against moisture while delivering shock absorption and overall comfort.

ALLEN EDMONDS
PERSONA

THE **BUSINESS CASUAL AUTHORITY**



EMERGING MAN

Up-and-coming professional with style desire. His career/income development will determine if he migrates to Functional or Discerning man as he ages.



DISCERNING MAN

Style shaper with ability to influence peers. His style is informed. He researches companies and brands before purchasing and likes products that provide authenticity and authority.



FUNCTIONAL MAN

Your everyday guy who wants to look nice but not spend the time to inform his own style. Wants to fill his closet with classic items he can wear over the long-term. He appreciates products that last making him feel good about the value he gets.

ALLEN EDMONDS
ACCESSORIES



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ALLEN EDMONDS
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