



IMM Shoes



Media Kit



IMM

MADE BY

IMMIGRANTS

IMM
SHOES

—
Purpose-driven Sustainable & Ethical Brand

Made by Immigrants in Europe

IMM

Born in 2019 with sustainable and ethical responsibility at its core, IMM's debut collection offers sumptuously supple 'Home Shoes' for both genders, produced in ultra-quality leathers upcycled from the surplus materials of luxury brands.

IMM chose to launch shoes for home as it stands for everyone's right to a home.



Sustainable



Ethical



IMM

HOME SHOES

Designed by a guest designer in Paris and crafted by immigrants in Spain, IMM's 'Home Shoes' are a profound expression of slow and sustainable fashion. Anchored in a strong belief in corporate social responsibility, IMM integrates a sustainable chain of production and the local mastery craftsmanship of skilled immigrants.

WWW.IMMSHOES.COM

Upcycled
Leather

Slow
Fashion

Mastery
Craftmanship

IMM

HOME SHOES

For Men & Women

RRP
120 Euro

E-commerce
Boutique

1 unique style
9 colours

International
Shipping

Price
Transparency

Luxury
& Mindful
Gifting



IMM carries more than just beautiful footwear.

A carrier of talent pool

IMM is a carrier of immigrants' creativity, artistry, and entrepreneurial spirit. It is a tribute to their indisputable determination to flourish while contributing to the countries where they finally settle.



Respond to consumers' needs

IMM is a platform for like-minded global citizens to express their support and solidarity of the societal and economic contribution brought forth by skilled immigrants.



Slow and permeant fashion

IMM is a manifestation of high-end and supreme quality products of sustainable and slow fashion carried forward by the immigrants.



ABOUT US

Deeply motivated by promoting pragmatic solutions for the European immigration crisis, we wanted to create a platform to nurture and offering jobs for those forced to be away from home.

We started by working with the Spanish NGO 'Sevilla Acoge - Immigrants and Refugees'. And through meetings with hundreds of people registered in this centre, we unexpectedly identified a talent pool for shoe-making and their interests in this industry. This is the birth of IMM.

We are creating a brand that offers meaningful and beautiful products made by immigrants, and in parallel, we are building a business guided by a profound sense of sustainable and ethical responsibilities.

Our motto is simple, the more shoes we sell and the larger we grow, the more jobs we will create for immigrants. Our policy on price transparency will demonstrate our commitments as an ethical brand.'





Joanne
TSAI

A global citizen with profound compassion towards social matters, Joanne is convinced that the future of business lies within a sustainable and ethical framework that values social responsibility. Consequently, Joanne co-founded IMM where her values, passion, and expertise have found home.

Formal c-level executive in the Luxury Goods sector with over 17 years' experience in branding, marketing, and communication, Joanne takes pride in building success for businesses. Her unwavering drive in leading and inspiring teams to achieve goals in a compassionate and ethical manner is highly recognised by those she works with.

Born in a family of entrepreneurs in Taiwan, and educated in the UK, her career with Christian Dior Couture and LVMH Group has brought her to leading various business units in the UK, China, and France, where she currently resides.

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IMM

FOUNDERS

—

We try to
make a difference



WWW.IMMSHOES.COM



Belén
SANCHEZ

A compassionate entrepreneur having achieved considerable success in identifying new opportunities, creating, building, and selling businesses in different industries. Belén's commitment to combining her professional abilities with her beliefs in social justice is absolute, and IMM is the perfect confluence of the two worlds.

In 1999, she co-founded Eleusis, a European Consultancy firm that she sold to become fully involved in public policy-making and reducing inequalities. She spent 12 years working for international institutions, advising national governments, and consulting for MNCs. In 2012, she obtained a Global EMBA Trium and moved to China where she co-founded her second venture, Sarment, until 2016 when Mr. Bulgari acquired a major stake.

Belén is currently based in Madrid, where she continues her advocacy for social justice while manages IMM and her third venture, Alter Ego Advisors.



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