

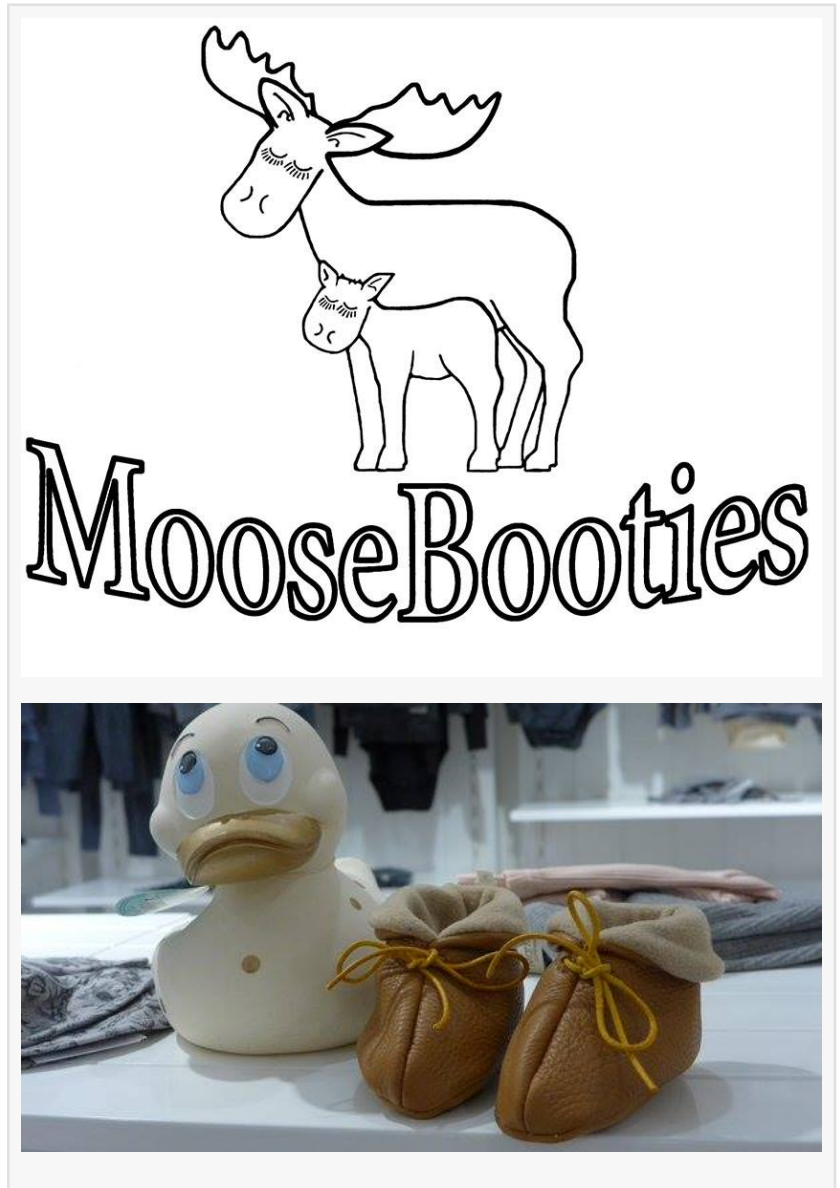
Prominent Art History Professor Launches Upscale Baby Shoe Brand: MooseBooties

MooseBooties is one of the world's most exclusive infant footwear brands offering a true luxury experience for mothers and their babies.

BLOOMINGTON , IN, UNITED STATES, February 4, 2016 /EINPresswire.com/ -- What's new in infant fashion?

MooseBooties. All newborns' parents (and friends, and grandparents) want to cushion, cuddle, and protect their wee one's delicate feet, but until now, choices have been limited to fabric, knits, and leather. Fabric and knit footwear is flimsy and porous, while leather is often stiff and abrasive. MooseBooties are neither. Made from butter-soft Scandinavian moose leather, MooseBooties are lined with the softest fleece imaginable, so baby's feet are nestled in a cosy, protective pocket.

Savvy, sustainability-oriented parents will be happy to know that moose leather is humanely culled rather than commercially raised, and quality-minded consumers will be delight by superior materials and craftsmanship. MooseBooties are built on new technology developed in Finland just two decades ago, when Finns discovered a tanning process whereby the leather



does not stretch, making it ideal for clothing, and especially baby shoes. Moose leather is super soft and supple, yet strong, like moose. Company co-founder and the Chief Designer behind the brand, Michelle Facos (concurrently an art history professor at Indiana University, Bloomington and globally renowned book author and scholar), first saw moose leather at the trade fair held annually since the 17th century every February by Scandinavia's native, reindeer-herding Sami in Jokkmokk, Sweden, north of the Arctic Circle. But it was the touching, not the seeing, that started her thinking about using moose leather for infant footwear. "Touching is believing," Facos explains, "although I was initially reluctant to pull my hand out of its mitten in those -30-degree Fahrenheit temperatures. The leather has a beautiful grain and it is deliciously soft."

The packaging is unique as each pair of MooseBooties comes in a silk-lined box, an heirloom to be remembered. “We wanted a box that represented the foremost qualities of MooseBooties: sturdiness, softness, beauty, and uniqueness,” Facos explains, “people should anticipate something really special before they open the box. I can guarantee customers will want to keep that box. It's beautiful.” MooseBooties belong to a long tradition of Scandinavian design excellence: Georg Jensen silver, Eero Saarinen furniture, and of course, IKEA. “We couldn't be more thrilled to bring such adorable, sustainably-sourced, and chic footwear to America's babies,” Facos proudly confides.



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www.facebook.com/MooseBooties
www.instagram.com/MooseBooties
www.pinterest.com/MooseBooties
www.twitter.com/MichelleFacos

Michelle Facos
MooseBooties, LLC
812.360.7590
email us here

This press release can be viewed online at: <http://www.einpresswire.com>

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