



HICKIES, THE COMPANY THAT REINVENTED SHOELACES, RAISES \$10 MILLION

HICKIES CLOSSES ROUND WITH FUNDING FROM TOP GLOBAL FOOTWEAR BRANDS AND ENDEAVOR CATALYST

NEW YORK, NEW YORK, UNITED STATES, November 21, 2016 /EINPresswire.com/ -- NEW YORK, November 21, 2016 – [HICKIES](#) Corp, the company that created the next generation of shoelaces, has raised \$10 million in new funding in a round led by Sforza Holding, owners of footwear and sporting good brands Topper Brazil and Rainha; a top three global footwear brand; and Endeavor Catalyst.

The Brooklyn, NY-based company has seen explosive growth since its modular [lacing system](#) hit the market in 2012. The company, with direct operations in Europe's key markets and distribution in over 40 countries, is poised to begin distribution in Brazil in 2017.

HICKIES operates hickies.com in the United States, Germany, the United Kingdom, Mexico, Australia, and multiple marketplaces, all with local fulfillment capabilities. Since its inception, HICKIES has shipped over two million packs of its lacing system and holds nearly 50 patents worldwide.

"This investment marks the beginning of a new chapter for HICKIES. We look forward to building on this momentum with our partners both globally and in Brazil, as we continue to redefine the way people wear their sneakers," said Gaston Frydlewski, Co-Founder & CEO of HICKIES.

The Company has launched a new version of its Lacing System with two new models: HICKIES 2.0 and HICKIES Kids. The new products represent four years of research and customer feedback, with HICKIES 2.0 featuring an adaptive fit tailored for high performance and HICKIES Kids introducing a new material and shape engineered for children.

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About HICKIES®

HICKIES, Corp. is a New York-based global company that is bending the rules of footwear by re-inventing shoelaces and replacing them with an adaptive modular lacing system designed for an active lifestyle.

HICKIES was founded by Gaston Frydlewski and Mariquel Waingarten, an Argentinian couple that moved to New York to launch the Company.

The senior management team includes Peter Mahrer and Ralf Puschmann, veterans of the sporting goods industry and former senior executives at Under Armour, adidas, and Puma. Joanna Rees remains a member of the HICKIES Board of Directors, having served on the board of a wide range of venture-backed companies. Rees is Managing Director of Soda Rock Partners and has served on the Board of the National Venture Capital Association.

WHAT ARE HICKIES®?

The HICKIES Lacing System is a better way to lace your shoes. It is founded on a beautifully-simple design that makes any shoes look, feel and fit better. It is also modular, meaning each HICKIES strap expands and contracts independently, responding to your foot's every movement and providing an adaptive fit. Individual straps (one per pair of eyelets) work in tandem in a unique and significant evolution from regular shoelaces.

The HICKIES Lacing System is made from a proprietary high-performance elastomer blend that is

both flexible and strong, giving your feet's muscles freedom to move while retaining a secure fit.

www.hickies.com

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