



BEARPAW 

live life comfortably

BRAND OVERVIEW



THE STORY OF BEARPAW

In 2001, a young Tom Romeo was searching for a sign that would help him choose between his two passions. Like many people, Tom has a special spot that is his "happy place", where he finds time to meditate and listen to nature. While sitting on the special rock located on the shores of Lake Tahoe, a massive bear suddenly paused a short ways away from him, stared directly at him for a moment, and decided to move along without any confrontation.

This magical experience had to be some sort of sign, and it inspired Tom to seek out the meaning of this encounter. Tom soon learned that a bear crossing is viewed by many as a sign of good luck and while symbolizing strength, the bear serves as a guide for many at an impasse. All doubt had gone away for Tom and he knew this was an opportunity to start his own shoe company founded on this great animal, with the name BEARPAW as an homage to his chance meeting with that bear in Tahoe.

Shortly after, the very first BEARPAW boot style was created, called EVA. Since then, the EVA has evolved into our ELLE boot, and is still the most popular shoe style in the company's collection. Both EVA and ELLE embodied the BEARPAW lifestyle with their warmth and effortless style.

The BEARPAW team now creates shoe styles for all walks of life, so you can live life comfortably wherever you are.

LEARN THE ORIGIN
OF BEARPAW

WATCH



NOW!



WHAT ARE TODAY'S "HOT" OUTDOOR BRANDS?

Top Women's ALL

1.  Columbia
2.  BEARPAW 
3.  SOREL
4. MERRELL.
5.  ARC'TERYX





Top Women's Gen-Z

1. 
2.  BEARPAW 
3.  REEF
4. TeVa
5.  SOREL

Top Women's Millennials

1.  Columbia
2.  BEARPAW 
3.  SOREL
4.  ARC'TERYX
5.  MAMMUT

Top Women's Gen-X

1.  Columbia
2.  SOREL
3.  BEARPAW 
4. MERRELL.
5.  Black Diamond

BRAND PHILOSOPHY

Life comes at us pretty fast sometimes...

At BEARPAW we treat each day as a gift, seeking out those moments that free our body and mind of stress. Stepping outside to decompress and allow the strength of nature helps rejuvenate our spirit.

Whether it's walking a favorite trail, enjoying a beach sunset, or listening to birds at your local park, BEARPAW provides a variety of products to enjoy your 'Peaceful Place.' When in need of warm boots, cozy slippers, or hiking boots, you'll find something at BEARPAW that will allow you to Live Life Comfortably.





-  loves life
-  outdoorsy
-  sensible
-  socially aware
-  fashionable





F/W
boots & slippers



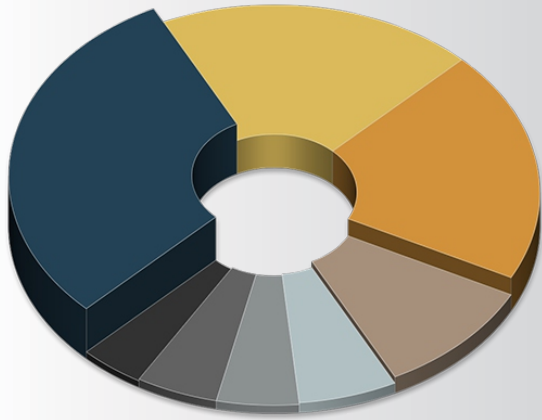
S/S
sandals & hikers



PRODUCTS

The essential BEARPAW boot is crafted from natural sheepskin which regulates your body temperature - keeping you cool in the summer and warm in the winter. Since redefining casual footwear with slippers and boots, BEARPAW has expanded our offerings for styles that are outdoor casual, and indoor cozy.

TOP RETAIL OUTLETS



- Family Channel - 30%
- Sporting & Outdoor Channel - 20%
- Value Channel - 20%
- Key Independents - 10%
- Farm & Ranch - 6%
- Department Store - 5%
- Specialty Channel - 5%
- Online Channel - 4%





VENDOR EXCELLENCE
AWARDS

Presented by HSN



CONGRATULATIONS

BEARPAW 
live life comfortably



MERCHANDISING EXCELLENCE: FASHION & BEAUTY

A vendor that collaborates with the buying team and successfully executes sales and growth plans, best demonstrated by:

- Continuously developing unique strategies with the HSN teams that evolve and transform the business model across all platforms that results in a positive impact and/or change for our mutual success
- Providing real solutions for real people through innovative concepts via inventions, technological advances, product development, and/or brand building strategies, anticipating the needs of the HSN customer
- Attaining excellent combined results for on-air productivity and buy anytime sales, new customer acquisition, return rates and customer ratings and reviews
- Consistently delivers sales increases year-over-year
- Flexibility to react to HSN's evolving business model and plan

BEARPAW GLOBAL BRAND PRESENCE



Distributed in over 40 countries worldwide



GINA **g** GROUP

BAGS, SLEEPWEAR

ihl
GROUP

LADIES AND CHILDRENS
APPAREL, OUTERWEAR, PET

GCE
International, Inc.

SOCKS, HOSIERY, COLD WEATHER ACCESSORIES

BHF
BRITANNICA HOME FASHIONS, INC.

BEDDING, BATH & HOME DECOR

Stepping  Stones

INFANT FOOTWEAR, HOSIERY, SOCKS, ACCESSORIES

colors in optics
new york

SUNGLASSES, EYEWEAR

BEARPAW LICENSEES

BEARPAW has teamed up with leading manufacturers to offer a comprehensive BEARPAW lifestyle, offering consumers a variety of BEARPAW products to live life comfortably.



SOCKS, ACCESSORIES & SOFT SOLE SLIPPERS



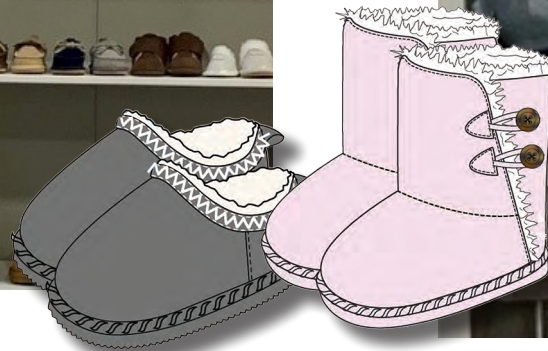
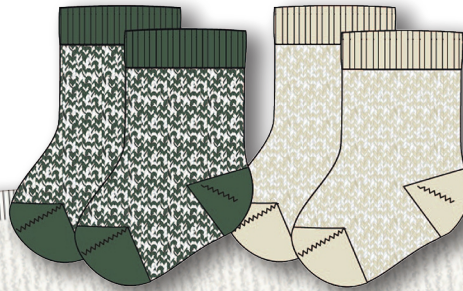
ihl
GROUP

APPAREL, OUTERWEAR, SLEEPWEAR & PET



Stepping  Stones

INFANT FOOTWEAR & ACCESSORIES





GINA **g** GROUP




HANDBAGS & TOTES



colors in optics®
new york

EYEWEAR
Spring 2025 Launch

BEARPAW  Eco-friendly eyewear CE UK CA





THE B®AND LIAISON

OPENING DOORS. CLOSING DEALS.

Bearpaw licensing is led by the award-winning licensing agency, The Brand Liaison. With over 200 years of licensing and brand development experience, the Brand Liaison plays an instrumental role in extending the Bearpaw brand into new products and new territories, working closely with Bearpaw and all of our licensing and distribution partners to ensure that all Bearpaw licensing activities complement the brand and our partners' strategic goals and objectives.

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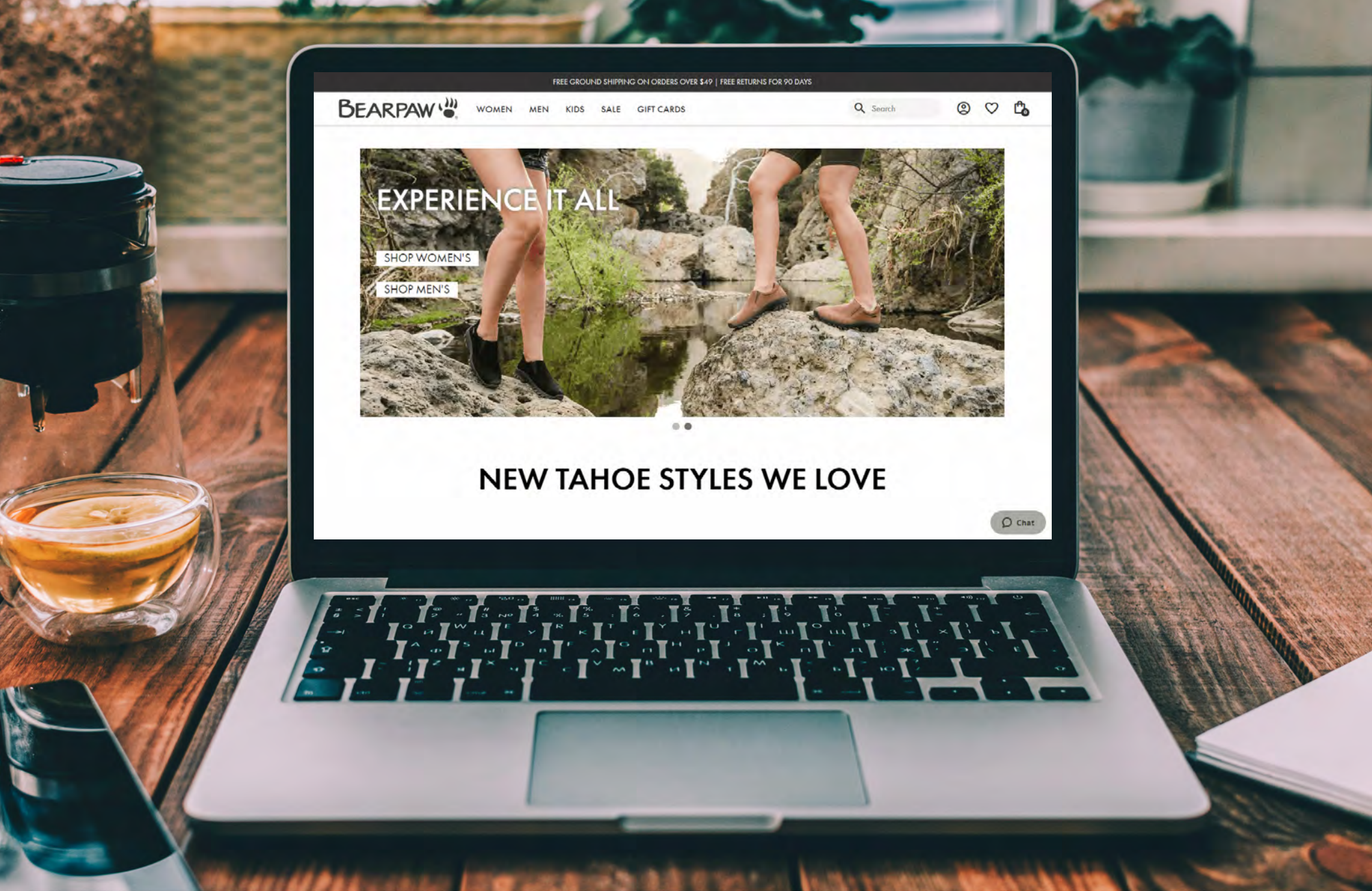
CORE CUSTOMER

Adventurous • Aspirational • Practical

The BEARPAW core customer lives, works and plays in a world full of responsibilities and adventures both online and in the real world.

They are smart with their resources and make the most without sacrificing quality and satisfaction. Stylish, functional gear that helps support their dreams throughout the year to Live Life Comfortably.





BEARPAW.COM

As the primary location for retail product sales, company owned storefront BEARPAW.com is a major focal point for US marketing efforts. We use BEARPAW.com to highlight core products, test new style launches and highlight brand stories and partnerships.



BEARPAW[®]

SOCIAL MEDIA CHANNELS



To target the younger consumer who lives and works online, our primary marketing focus is to reach them through social platforms they use every day. Our social marketing strategy focuses on Instagram, Facebook and TikTok with a spotlight on meaningful partnerships.



CAMPUS RANGERS

The BEARPAW Campus Rangers program provides hands-on paid job experience to college students interested in learning about brand marketing. Each semester, Campus Rangers create content, engage with university clubs, and develop activations to spread brand awareness.



INFLUENCER PARTNERSHIPS

Our Brand Partners embody BEARPAW's values, identity and promote the lifestyle.

We partner with highly engaged, diverse social media channels with a focus on travel, exploring outdoors, fashion and community outreach to help us get the word out about the BEARPAW brand and inspire others to Live Life Comfortably.

See what they're posting!

#bearpawshoes



**FOR LICENSING AND INTERNATIONAL
DISTRIBUTION OPPORTUNITIES**

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LINKS

bearpaw.com

[instagram.com/bearpawshoes](https://www.instagram.com/bearpawshoes)

[tiktok.com/@bearpawshoes](https://www.tiktok.com/@bearpawshoes)

[facebook.com/bearpawshoes](https://www.facebook.com/bearpawshoes)

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[youtube.com/bearpawfootwear](https://www.youtube.com/bearpawfootwear)

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