

PRESS RELEASE

Traditional men's shoemaker Meermin brings in-person buying experience online with ShoeAI

Mallorca-based high-end footwear brand Meermin recreates attentive, personal in-store customer service for online buyers with intelligent guided selling software, ShoeAI

Olten, 25 October 2022: Pepe Albaladejo, founder of Meermin Shoes, made his brand a success by making sure every customer who walked into his stores in New York, Paris and Madrid got a seamless, one-to-one service from his staff. Now, Pepe has chosen guided selling software ShoeAI to mirror the brand's in-store 'old school' customer service for online customers too.

Replicating that personal service was Pepe's primary concern when he took Meermin online: "We want to provide the best service to every single customer, no matter where they are shopping for our product" he says. "Fit is a very tricky thing, especially on Goodyear Welted footwear. Our customers have always come to our stores for more than our high-quality, sensibly priced shoes: they come for the service and our staff's expertise."

Although Meermin has been making and distributing shoes to high-end retailers for some time, it was back in 2010 that Meermin decided the brand would sell its products only through its own channels and established three physical stores.

"I realised that customers couldn't buy quality footwear directly from the maker at an affordable price," continues Pepe. "The traditional distribution channels resulted in overpriced products and making the market less competitive. Now, we are eliminating the wholesalers, agents, and retailers, delivering all the savings to our customers without compromising on quality and controlling the whole chain, from sourcing to making to distributing."

Quality, price and experience: no compromise

Timo Steitz, CEO and founder of ShoeAI shares Pepe's passion for giving customers the very best. He highlights: "While ShoeAI is a business tool to increase online sales for shoe retailers, it's also about putting a human element into online selling, because making an uninformed purchase is frustrating for both sellers – who get too many returns – and buyers. Too many people buy the wrong thing because there's nobody to help them choose what they really want and need. That's why we created ShoeAI: to give people a great experience and make them happy."

Pepe notes he made the decision to open his own stores because he felt his customers shouldn't have to compromise between quality, traditionally-made shoes and affordability. The partnership with ShoeAI is based on the same principles of fairness and dedication to service: "I want our online customers to get the same level of service as our in-store ones."

"While they can't see our staff in person, ShoeAI gives them the same outcome. It does so much more than just match your size."

Personal customer service with AI precision

ShoeAI guides customers towards the right purchases for them by using data from the shoes they already own and wear, along with over 58 million data points from shoe purchases around the world. It only shows customers in-stock shoes that have the right looks and will fit them.

“If you want to sell stuff online you have to help people. Selling shoes online is notoriously difficult, but we are working hard to provide the best possible way and we believe ShoeAI will be a key part of the process” concludes Pepe. “Faultless customer service creates more customers, and the ShoeAI service is better for our shoppers and better for our brand.”

-ENDS-

Notes for the media

For media information and to request images and interviews contact Mike Doggwiler
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Or visit our media centre at: shoeai.com/media-center

Robust data sets on ShoeAI's performance and potential are available on request. We welcome journalist requests for data to discover how ShoeAI makes these customer experiences and elevated conversions possible.

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About Meermin

Meermin is a family owned and operated business based in the beautiful island of Mallorca in Spain, dedicated to producing and selling well made, quality Goodyear Welted shoes at a radically affordable price point.

Meermin has been in the shoe industry for decades, making shoes for high end, well-known brands and distributing them through high-end international department stores. But founder Pepe Albaladejo felt that something was 'off' by doing things that way: It wasn't fair for the customer.

So, he came up with a solution to make it simpler for everyone. Today, Meermin not only makes the shoes, but distributes them too, eliminating the wholesalers, agents, and retailers, delivering all the savings to their customers, providing the best experience and truly radical value.

About ShoeAI



ShoeAI helps footwear brands and retailers to sell more shoes. We do this by introducing guided selling to the digital shopping experience via our AI-driven shoe fit software for e-commerce, ShoeAI. Our guided selling solution understands customer behaviours through machine learning, improving customer experience, increasing shopper trust and boosting conversions by as much as 300%, just like a real salesperson does in a physical store.

Headquartered in Switzerland and with offices and clients worldwide, ShoeAI's intuitive and easy-to-use AI-driven shoe fit software is used by global retail and shoe brands including Le Chameau, LK Bennett, R.M Williams, Lacrosse and Sports United. Learn more at shoeai.com and stay up to date with our education and thought leadership content on our [LinkedIn page](#).

About Timo Steitz



As ShoeSize.Me's Founder & CEO, Timo Steitz leads our business, the technical evolution of ShoeAI, our guided selling technology, and is responsible for investor relations. It was by drawing on his personal experience in the footwear and retail industry that he was inspired to develop a guided selling experience that replicates the in-store customer experience online. With a double masters in entrepreneurship and innovation from the University of St Gallen, ESADE business school and Aalto Business School, Timo launched ShoeSize.Me, after working within the wealth management, consumer banking and technology sectors.