

PROJECT 1: KEY MESSAGES AND PRESS RELEASE

Nunorm Shoes

Umbrella Statement

Nunorm is revolutionizing the footwear industry by utilizing such high-quality materials put into designing stylish and ethically produced shoes that make a statement in sustainability, comfort, and timelessness of design.

Key Messages

1. Nunorm Shoes is committed to sustainability and ethical production.

- * Nunorm designs and manufactures shoes using eco-friendly materials; examples include organic cotton, recycled rubber, plant-based leather alternatives, and biodegradable components.
- * It collaborates with responsible manufacturers that provide decent wages, safe working conditions, and eco-friendly production.
- * Nunorm's packaging is 100% recyclable, designed to produce minimal waste and reflects its concern for the environment by reducing its ecological footprint as much as possible.

2. Nunorm Shoes mix style, comfort, and durability.

- * Each pair is crafted to last longer, focusing on quality craftsmanship and timeless aesthetics over fast fashion trends.
- * Nunorm shoes are designed for daily wear with ergonomic designs, cushioned soles, and breathable materials to provide comfort.
- * The brand caters to modern consumers of today by providing a wide range of casual sneakers to formal shoes that are both stylish and friendly to the environment.

3. Nunorm Shoes embraces conscious consumerism and responsible fashion.

- * Nunorm educates its customers about sustainable fashion and encourages responsible purchasing habits.
- * Nunorm's "Repair & Recycle" program extends the lives of shoes for customers through repairs or responsible recycling of worn-out pairs.
- * With Nunorm, customers can trust an independent brand that will take responsibility by guaranteeing good ethical sourcing practices and environmental policies.

Press Release

Date: 03/02/2025

Nunorm Shoes: Leading in Sustainable and Ethical Footwear

LONDON, UK, FEBRUARY 03, 2025 / CNW – Nunorm is a fashion-forward footwear brand that is shaking the very foundations of the fashion world by creating high-quality, fashionable shoes with a deep focus on sustainability and ethics. Guided by a purpose to revolutionize how people shop for and wear shoes, Nunorm focuses on eco-friendly materials, ethical production, and design for longevity.

Nunorm is committed to sustainability by using materials that are responsibly sourced, including organic cotton, plant-based leather alternatives, and recycled rubber. It partners with ethical, responsible manufacturers that guarantee fair wages and safe working conditions, and who also use environmentally friendly production processes.

As consumers, we have the power to make choices that support both people and the planet." Mick & Meryl, Co - Founder of Nunorm Shoes, says, "We want Nunorm to be the shoe brand that stands for contemporary values, making a stylish, comfortable, truly sustainable option without compromise.

Nunorm shoes are built to last, unlike fast-fashion footwear; instead, they are durable, offering ergonomic support, with versatile designs that slot perfectly into any wardrobe. Whether it's casual everyday sneakers or elegant formal shoes, this brand has everything one would want to do good while looking great.

Apart from making sustainable footwear, Nunorm encourages conscious consumerism. The brand does this through its "Repair & Recycle" initiative, which extends the life of shoes by either repairing or recycling them in a responsible manner.

Being a lover of fashion, yet one that's very sustainable, I just love how Nunorm has shoes that don't make me have to choose between style and ethics," says Daniel Reed, age 30, a conscious shopper. "It's great to see a company actually take an interest in the future of fashion."

Join the sustainable fashion movement with Nunorm Shoes. Shop the latest collection at www.nunorm.com.

About Nunorm

Nunorm is a sustainable footwear brand committed to crafting high-quality, stylish shoes using ethical manufacturing and eco-friendly materials. Focused on durability, comfort, and responsible fashion, Nunorm is committed to reducing environmental impact while offering consumers a better way to shop for shoes.

Media Contact

Jane pope

Head of Public Relations

jane@janepope.com

+43 30 12345678