

# COCKTAIL SNEAKERS



THE STORY. THE BRAND. THE COLLECTION.

# THE STORY



**Cocktail Sneakers is the culmination of one woman's journey through life's chapters and a 'light bulb moment' she experienced while on summer vacation.**

Brand founder Susan Hassett was searching for a feminine and versatile sneaker that could transition from sunrise to sunset, and pair as naturally with capris and jeans as with a skirt or dress.

When she couldn't find what she envisioned, the former telecom industry entrepreneur, philanthropist, wife, mother of two and self-proclaimed fashionista, set out to create comfortable and stylish footwear guided by feminine sensibilities.

Equipped with entrepreneurial spirit and a vision, Susan studied footwear design and manufacture, consulted with industry experts and conducted focus groups. She collaborated with designers, spending hours experimenting with materials, colors and accoutrements.

**The pinnacle of Susan and her team's efforts is Cocktail Sneakers.**

# THE BRAND

REDEFINING SNEAKER CULTURE FOR WOMEN™



**Cocktail Sneakers difference is the brand's intense focus on how it's sneakers make women feel.**

Do they offer cushioned, all day comfort and support?  
Do women feel polished and confident when wearing them?  
Can women chase their dreams from sunrise to sunset in style?



[cocktailsneakers.com](http://cocktailsneakers.com)

# THE BRAND

CREATED BY WOMEN FOR WOMEN

- Headquartered north of Boston, Massachusetts in the seaside town of Marblehead
- Designed in Brooklyn, New York, Cocktail Sneakers are wear tested and were brought to life by a team of talented women from around the globe
- With all female design, development and branding teams to a woman owned and operated factory, Cocktail Sneakers were created by women for women



# THE DESIGN

## SUPPORTING YOU FROM THE SOLE UP™

Cocktail Sneakers sidlined the standard shape of an athletic sneaker in favor of feminine sensibilities resulting in a sophisticated, chic and elevated sneaker that transitions from casual to dressy with ease.



# THE DESIGN

## SUPREME COMFORT + CUSTOMIZED FIT

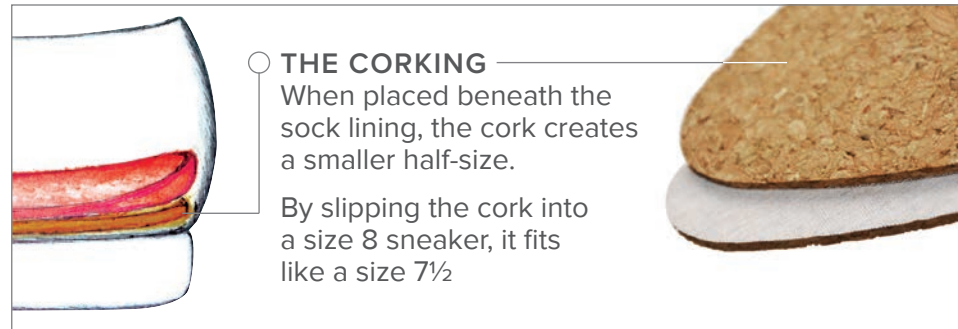
The performance-level magic of every Cocktail Sneaker is hidden beneath the brand's breathable kidskin leather signature sunset-orange lining.

○ **DEEP HEEL CUP AND SHOCK ABSORBING INSOLE**  
made from poured, high-density, closed-cell foam that's plush and long lasting, retains its ergonomic shape for a bouncy, cushy feel



Recognizing that, in term of size, every women's left and right foot is slightly different, Cocktail Sneakers delivers a customized fit for equalized comfort.

To ensure comfort every time a woman slips on her Cocktail Sneakers, the collection is designed in whole sizes 6M to 11M with an added precision-cut, eco-friendly cork layer insert offering unique customization for a perfect fit.



○ **THE CORKING**  
When placed beneath the sock lining, the cork creates a smaller half-size.  
By slipping the cork into a size 8 sneaker, it fits like a size 7½



# THE COLLECTION

**EFFORTLESSLY CHIC + IMPECCABLY CRAFTED**

We pride ourselves on our superb craftsmanship:  
refined hardware, fine stitching, and well-considered materials.



[cocktailsneakers.com](https://www.cocktailsneakers.com)

# THE COLLECTION

## A COCKTAIL SNEAKER FOR EVERY OCCASION

Each sneaker is named for the many moments in a woman's life.



THE WEEKENDER



THE OCCASION



THE OUTSIDER





# THE COLLECTION

## A VERSATILE SNEAKER FROM SUNRISE TO SUNSET

From running errands around town to a night out with easy, graceful confidence.



THE PROFESSIONAL



THE TRAVELER



THE SOPHISTICATE



# MARKET RECEPTION

## EMBRACED BY THE MOST DISCERNING CUSTOMERS

Cocktail Sneakers are inventoried in upscale boutiques and high-end resorts including:  
Mohonk Mountain, Canyon Ranch, Everards, Miraval, The Montage, Sundara, B. Barnett and many others.



# MARKET RECEPTION

WOMEN LOVE OUR COMFORT + STYLE



## The Outsider is So In!

*Brooke Thomas on Nov 19, 2020*

I am thrilled with this sneaker/bootie. All the style of a short bootie with the comfort of a sneaker.

GENIUS. Soft leather, beautiful design and perfect support. I have a wide foot so sizing up and using the cork insert was spot on.

Definitely ordering from the next collection, with a cocktail in-hand of course!



cocktailsneakers.com

# MARKET RECEPTION

## 5-STAR REVIEWS ALL AROUND



### Super Stylish!

*Abigail A. on March 20, 2021*

When I went looking for a pair of shoes to wear to a work retreat, I knew I didn't want to wear heels but wanted to look pulled together given that it was a business casual situation. Cocktail Sneakers hit the nail on the head with their designs. I chose the Outsider as I could wear them with pants and dresses which saved packing space. I find them stylish and lovely for those “in between” events where you want to be comfortable but not have to wear heels. Thank you Cocktail Sneakers!



### Perfect Fall Footwear

*WBA on September 27, 2020*

I absolutely love this pair of sneakers! The red is eye-catching and pops with so many outfits – a perfect compliment to jeans and layered looks. The sneakers are also so comfortable, yet dressy enough that I could wear out with the girls. I get many compliments on them.



### The One Shoe Every Woman Needs

*Bianca Farrand on October 13, 2020*

You need these shoes in your life! The calfskin leather is so soft and supple, and looks as good as new even though I live in these shoes. I wear these all year, all seasons, all weather. Everyone is always asking me where I got them and I'm happy to share my wardrobe's best kept secret: Cocktail Sneakers. Love love love!



# MARKET RECEPTION

**MEDIA REVIEWS: BOTH FEET IN!**

## Forbes

*“Cocktail Sneakers aims to change the sneaker game to one that isn’t so exclusively casual, but more versatile.”*

## JUSTLUXE MAGAZINE

*“These sneakers can be styled up with a fancy outfit or worn with athleisure and loungewear for a more casual look depending on the day.”*



*“Cocktails Sneakers’ collection of elegant, classic, and timeless designs deliver elevated casual options for women who favor comfort, style and versatility, a perfect pairing with our after-ski wear.”*

## 01945 MAGAZINE

*“Hassett’s company is one of the nation’s rising footwear enterprises.”*



*“Cocktail Sneakers take women from brunch to the boardroom.”*

## UPSCALE *Living*

*“Best Luxury Mother’s Day Gift 2021”*



*Favorite Fall Shoes of 2020 and Best Mother’s Day Finds 2021*



[cocktailsneakers.com](https://www.cocktailsneakers.com)

# PARTNERSHIPS + COLLABORATIONS

COCKTAIL SNEAKERS IS A BRAND THAT CARES



Organizations that support women of various ages amid different life stages, with an eye of building sustainability wherever possible.



**SOLES4  
SOULS**

# A CATEGORY-DEFINING BRAND REDEFINING SNEAKER CULTURE FOR WOMEN™





# COCKTAIL SNEAKERS

*Redefining sneaker culture  
for women*

**Jennifer Thompson | 214-284-6836**  
**[luxurybrandconsulting@gmail.com](mailto:luxurybrandconsulting@gmail.com)**

**COCKTAIL SNEAKERS LLC**

America's Cup Building, 42 Doaks Lane, Marblehead, MA 01945 | 857.400.6250   

**[cocktailsneakers.com](http://cocktailsneakers.com)**