



# ***Sassy Foot Fashion***

*You Gotta Love Tha Shoes !*



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## About Us

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Sassy Foot Fashion was started in July 2014, in Tysons Corner, VA. We aim to become a recognized global leader in the fashion and luxury market. Our goal is to inspire others through our fashion network, the products we create and the community that supports us.

Our guiding philosophy is embodied in the idea that a pair of shoes, foot fashion and fashion accessories can bring a big smile. Our shoe brand and foot fashion accessories believe that Sassy Foot Fashion, The Brand, can be whimsical and well made, liberating the playful side of the woman who enjoys pieces that are sophisticated, fun and enduring.

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## About Our Brand

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We are proud to have unveil our unique designs that further represent the values. With sheer guts, after years of experience in the fashion industry, unique creative designs and products, Sassy Foot Fashion aim to form one of the most iconic fashion brand in the world.

We have an innate sense of what's hot, what's next and what's exciting. Our vision is to give fashion forward women a unique way to express their individuality through style resulted in millions of customers worldwide and to propelled our company designs to the forefront of the fashion industry.

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## Our Mission Statement

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Our mission is to showcase the hottest designers in the world and tap into the brightest young minds of today and tomorrow by empowering them to research the trends and themes.

As well as the technological advances that are prevalent among worldwide fashionista's and decipher how these phenomena translate into the investing dynamics of the world of ultra-high net worth fashion.

# Breathe the new LIFE





# Sassy Foot Fashion

At Sassy Foot Fashion, our motto, "You Gotta Love Tha Shoes!" Our mission is to showcase the hottest fashion designers in the world and tap into the brightest young minds of today and tomorrow by empowering them to research the trends, themes, and technological advances that are prevalent among world wide fashionista's and decipher how these phenomena translate into the investing dynamics of the world of ultra high net worth fashion.

In the future, Juary Alston is striding to be considered the fashion footwear mogul of the 21st century. Sassy Foot Fashion, The Brand and team will be responsible for the design and marketing of the company's trend-setting fashion and accessories. With sheer guts, after years of experience in the fashion industry, unique creative designs and products, Sassy Foot Fashion aim to form one of the most iconic fashion brand in fashion.

We will have an innate sense of what's hot, what's next and what's exciting. Our vision is to give fashion forward women a unique way to express their individuality through style resulted in millions of customers worldwide and to propelled our company designs to the forefront of the fashion industry. Inspired by rock and roll, fused with a jolt of sex appeal and urban edge, Sassy Foot Fashion will work diligently to creates products that are innovative, sometimes wild and always spot-on-chic.









# about Brand



Our goal is to inspire others through our fashion network, the products we create and the community that supports us. We are looking to unveil our unique designs and to further represent the values, we are due to launch our Sassy Foot Fashion Week to the world starting 2024.

Our guiding philosophy is embodied in the idea that a pair of shoes, foot fashion and fashion accessories can bring a big smile. We understand that Sassy Foot Fashion, The Brand, can be whimsical and well made, liberating the playful side of the woman who enjoys pieces that are sophisticated, fun and enduring.

We will become a recognized global leader in the fashion and luxury market. We value the integrity of exceptional designs, the high quality of leather and diamonds we will use, and the fine craftsmanship of each piece. We will treasure our relationship with our customers through the exclusive company of carefully selected retailers who carry our collections. It is through the smiles of our customers that our brand is constantly rewarded.



define  
the  
Luxury





# For our Customer

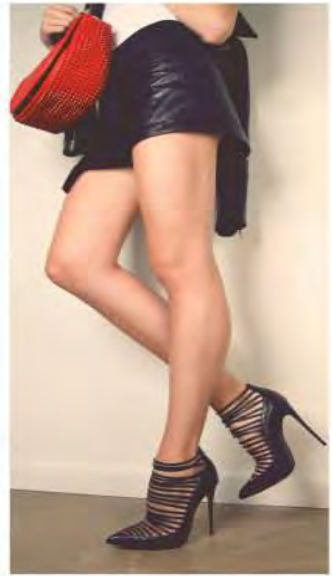
Our vision is to give fashion forward women a unique way to express their individuality through style. Inspired by rock and roll, fused with a jolt of sex appeal and urban edge, Sassy Foot Fashion, The Brand, will work diligently to create products that are innovative, sometimes wild and always spot-on-chic.







# Design. Innovation







In order to maintain consistent execution of our Design Innovation, Sassy Foot Fashion has formulated Corporate Values to guide our brand. Our Corporate Values are:

Be creative and Innovative - Long term success is rooted in a combination of artistic creativity and technological innovation.

Aim for Product Excellence - The search for excellence goes well beyond the simple quality of products: it encompasses the layout and location of our stores, the display of the items we offer, their ability to make our customers feel welcome as soon as they enter our stores... All around them, clients see nothing but quality.

Bolster the Image of Our Brands With Passionate Determination - In each of the elements of our communications with the public (announcements, speeches, messages, etc.), it is the brand that speaks. Each message must do right by the brand. In this area as well, there is absolutely no room for compromise.

Act as Entrepreneurs - SassyFootFashion, The Brand's organizational structure is decentralized, which fosters efficiency, productivity, and creativity.

Strive to Be the Best in All We Do - Our executive teams strive to constantly improve, never be complacent, always try to broaden our skills, improve the quality of our work, and come up with new ideas."









# Our Balance

Our balance will include ethnic diversity of world wide shoe fashion at all levels. We plan to reveal to the world the beauty in all races from New York - Los Angeles - Brazil - Japan - Italy - France.

We will reveal our signature Juary Alston shoe and handbag collection to the ultra high net worth world of fashion and balance is the key. We will showcase the hottest collection the world has ever seen.

Our entire collection will be based on designing the hottest and most fashionable styles the fashion industry has every seen.



# Branches

We will have several locations throughout the United States, including Canada. We will have business and model screening locations throughout the United States, just a name a few, the state of Arizona, California, Florida, Georgia, Illinois, New York, Ohio, Pennsylvania, Texas and the DMV.

Our main headquarters is located in McLean, VA. We will have an alternate location in downtown Washington, DC on K Street. That will be our alternate location to do foot model screenings, company business, etc.

In 2026, Sassy Foot Fashion, The Brand, plans to open our first signature boutique in Tysons Corner, following with stores in New York, Miami, Los Angeles, Paris and Washington, DC.

Sassy Foot Fashion, LLC launched our Sassy Foot Fashion, The Brand, collection in 2024 and has plans to launch another signature women's shoe brand named "Juary Alston," as well as our high fashion dresses, jewelry collection, watches and eventually launch our hot fashionable high-end purses.

We are extremely excited, as we stride to launch our Sassy Foot Fashion, The Magazine and Podcast in 2024.

The excitement and frenzy will captivate the world. Our motto is "You Gotta Love Tha Shoes!"







# Contact Us

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"The beauty of a woman is not in the clothes she wears, the figure that she carries, or the way she combs her hair. The beauty of a woman is seen in her eyes, because that is the doorway to her heart, the place where love resides. True beauty in a woman is reflected in her soul. It's the caring that she lovingly gives, the passion that she shows & the beauty of a woman only grows with passing years."

— Audrey Hepburn





