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Edly Helsinki

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# Edly Helsinki

Edly Helsinki is a Scandinavian luxury indoor shoe brand founded by Katja Serén in 2021.

Edly Helsinki is a start-up company and the first shoe, a stylish indoor shoe for women, was launched in October 2022, in Edly's own online store, [www.edlyhelsinki.com](http://www.edlyhelsinki.com).

Our goal is to create luxurious, modern and Scandinavian-chic indoor shoes that last time and are not tied to specific trends or seasons.

Edly Helsinki is named after founder, Katja's children, to whom she also dedicates her work and brand, by always encouraging them to pursue their own dreams.



# Engla indoor shoe



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# Engla indoor shoe

The idea for the indoor shoe came from founder Katja's own need. Many times, when visiting a friend's house or guests, no shoes are allowed indoors. This makes any outfit look halfway made. After searching and searching for a stylish and comfortable indoor shoe, Katja found a market gap and recognized a demand. From that moment, Edly Helsinki was born and Katja was inspired to create a beautiful, stylish, and comfortable indoor shoe for women.

Today, Edly Helsinki's indoor shoes can be worn to dinner parties, the office, kid's music classes, hotel breakfasts, or at home – basically anywhere where you want to look stylish!

# Specifications of the Engla indoor shoes

- The indoor shoes are handmade in Elche, Spain
- Sizing: 36-42
- Available colors: black, beige, blue, orange and green. Two new colors are launched in February 2023.
- Price in store: 160 € (incl. VAT)



# Black

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# Beige



# Green



# Blue



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# Orange





# Materials

The materials for the Engla indoor shoe are carefully selected and all textile suppliers are located near the factory in Elche, Spain, where the shoe is also produced. We have also invested in the fact that the majority of our materials have its origin within Europe as well.

- Sole: 100 % bovine leather
- Insole: 50 % post-consumer recycled wool, 20 % wool and 30 % polyester
- Lining: 100 % eco-friendly goat leather without metals and chrome  
Heel: 100 % rubber
- Outer material: 51 % recycled polyester and 49 % polyester
- In addition to these materials, the insole also has a 100 % recycled polyurethane foam sole to bring comfort.
- Shoe box: recycled cardboard
- Shoe bag: 100 % organic cotton

# Packaging



Pink shoe box made of 100 % recycled carton and shoe bag 100 % organic cotton. Silk paper is recycled paper.

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# Thank you!

Katja Serén, founder

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