

Sizeless

Our Mission

Sizeless arose from a problem that almost all parents know:

kid's feet grow - their shoes don't.

The common solution to this day is: buy new again and again. But we aren't satisfied with that.

Our mission: Rethink children's shoes, with a size-adjustable product that protects children, helps parents and protects our planet.

For kids

"You'll grow into it"

A sentence that is well-intentioned, but often at the expense of healthy feet. Because in reality, many children wear shoes that are too big or too small due to their rapid growth.

Shoes that are too big have a negative effect on a child's gait in the long term. Children can end up running awkwardly, stumbling more often, and in an exaggerated sense it's like walking with flippers.

Shoes that are too small, on the other hand, can cause foot deformities. A suitable fitting shoe is therefore

crucial for a functional gait and proper foot development.

The Sizeless shoe grows with it. It can be adapted to the child's foot and offers an optimal fit at all times: neither too big nor too small. So it supports a natural gait and healthy feet, without having to constantly buy new shoes.

For parents

From the first step to primary school, a child needs an average of about twelve pairs of shoes. Almost as soon as you spend a lot of money on new shoes, they are too small again a few weeks later.

For parents, the shoe boxes are piling up and the wallet is getting more and more empty. Buying new shoes repeatedly is costly, time-consuming and exhausting.

The Sizeless shoe allows parents to adjust the shoes so that they still fit even after a growth spurt. That means buying less shoes and more time and money for the beautiful things in life.

For our planet

The footwear and textile industry causes more emissions than international shipping and air traffic together.

A central problem here are products that are complex to produce, but only worn for a short time. Especially when you look at children's shoes, the problem becomes clear:

Many shoes are produced in Asia, then transported to us in Europe and often only worn here for a few months, because children quickly grow out of them. This means an enormous ecological effort for a very short useful life.

With the Sizeless shoe we counteract this trend and save resources, as our shoes can be worn over a longer period of time. As a bonus, we use European production with high quality standards and thus enable short, ethical supply chains.

#GoSizeless