

company



My start-up is a shoe company that makes fruit-inspired footwear using fruit-based materials.

history



In 1990, Eda Kwon's family started a small fruit leather business in Rowland Heights, California. They had grown fruit crops for quite some time and wanted to start bringing in more income to provide for Eda and her little sister. However, one day, there was an issue with the fruit leather dryer. The fruit leather batch that came out of it was way too tough to be eaten! As her parents were about to throw the batch in the garbage, Eda stopped them. She felt bad about throwing away so much usable material, and tried thinking of a way to use the hard leather. Suddenly, her sister pointed at her broken flip-flops and wondered if Eda could make her some new ones. Thus, the story of fruit-inspired footwear began. Eda made rudimentary pairs of shoes for her family, and in 2005, she moved to Los Angeles to start her own shoe company. To this day, her shoes emphasize cute quirky style, durability, and eco-friendliness.

brainstorming

FRUIT

SOUR | SUICY | DURABLE | SUBSTANTIAL | ODD ALTERNATIVE
FRESH SWEET | MATERIAL | LEATHER | PERSISTENT | UNORTHODOX
SKIN | TOUGH | QUIRKY | ECCENTRIC NATURE BOND
FAMILY | CONNECTED | TREE KIN

ECO-FRIENDLINESS

COMPOSTABLE | BIODEGRADABLE | CUTE | USABLE | FLIP-FLOPS
SCRAPS ENVIRONMENT | DECOMPOSABLE | ADORABLE | WORKING SHOES | SUMMER CASUAL
APPEALING | CHARMING | SMALL FUNCTIONAL | VIABLE | BEACH COMFORT
CHARMING | ENDEARING | FEASIBLE

philosophy

1. eccentric
2. resilient
3. compostable

names

1. froot stomp
2. sweetkins
3. sourstomp



historical reference

