

European and UK distributors wanted for unique deck shoe

Press Release:

For immediate release



Biion Footwear launched this year and has already impressed the American fashion lifestyle market. They are now promoting their famous twist on the Oxford Brogue-style shoe to the superyacht industry. Following their success at this year's Fort Lauderdale International Boat Show, Biion is now looking for European and UK distributors for their products.

A fashion shoe with a practical edge, this new product has become a huge hit in the golfing industry, and after Biion visited the Yachting Pages Media Group stand at a recent yacht show in Florida, they hope it will have the same effect in the superyacht industry.

Manufactured from Ehtylene Vinyl Acetate (EVA) Biion Footwear is comfortable, waterproof, shock absorbent, washable, anti-microbial, and odour-resistant. It's also the material that helps make Biion Shoes the lightest performance golf and deck shoe around.

Sarrah Macey, global events manager at Yachting Pages commented, "Graham from Biion approached our stand at Fort Lauderdale Boat Show with a bag full of what looked like brightly coloured brogues. This quickly caught the attention of the Yachting Pages team who found out the new-to-market product was in fact the perfect boat shoe.

"Following the suggestion from several key golfing pros, the company is now starting to target the yachting industry and looking for distributors."

The American yachting market were quick to catch on to this alternative deck shoe with several major distributors including West Marine and TNS Yachting already placing orders.

Biion ask that any parties interested in becoming official distributors in Europe and the UK contact Graham Mottram from Biion Footwear via:

Partner-graham@biionfootwear.com or call him on:

+1 705 888 7920

For information about Biion Footwear visit biionfootwear.com

For more information about Yachting Pages visit Yachtingpages.com

[By Sarrah Macey](#)

Notes to Editors

Dual – density sole

Biion's shock-absorbent dual-density midsole ensures your feet stay comfortable and increasing stability.

Honeycomb cleat

Biion's iconic spikeless 'honeycomb' pattern cleat increases grip and the foot beds have a pattern of small raised bumps on them, giving you a foot massage as you walk.

Defiantly original design

While Bion Shoes pay homage to the timeless Oxford silhouettes, their designs and patterns are unique. The brains behind Bion were looking to make a shoe that you could wear to the yacht, on the yacht and wherever you end up after that.

Homage to Crocs

The upper part of the shoe is made out of EVA (ethylene-vinyl acetate), and the outsole is made of HEXtra rubber. They feel like a sturdier Croc. The ventilation holes punched along the top of the Bion shoes, and the fact that you can wear them sockless are also throwbacks to Crocs.

Sizing

Right now, the shoes are available in unisex sizing and the team at Bion say they can make a shoe with any colour/print combination you could want.

Maintenance

As far as maintenance goes, they're machine washable. Which is pretty ideal if you basically never take the time to clean your deck (guilty).

Yachting Pages Media Group

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Kindest regards,

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