

Footwear Brand, Bed Stu, Partners with Pierce Mattie for Fashion PR

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Agency: **Pierce Mattie Public Relations**



Pierce Mattie
PUBLIC RELATIONS

Bed Stu, a natural footwear brand, has partnered with Pierce Mattie Public Relations (piercemattie.com) for Fashion PR. The fashion public relations team at Pierce Mattie will focus on securing top tier coverage in broadcast, print and social media outlets for Bed Stu's hand-crafted line of footwear.

Capitalizing on a lifetime love of creating with the best materials nature provided, Roger Orozco founded Bed Stu in 1995. He poured his life savings into the dream and converted 1200 square feet of an old building into an office, a design studio and warehouse space and began creating footwear inspired by the tough and resilient streets of Bed-Stuy in Brooklyn, New York. Boasting a cult following with its fans, this brand offers classics with attitude. Each piece possesses the craftsmanship that Roger's creations are known for and its own identity. Fundamentally based in nature, with an understanding of craftsmanship and endurance, Bed Stu footwear is hand-crafted of the finest natural materials available. With three lines to choose from – Bed Stu Cobbler, Roan and Bed Stu – the company offers a broad choice of styles and price points.

“Bed Stu's shoes are amazing – extremely well crafted and resilient,” said Réal Hamilton-Romeo, Senior Account Director. “We absolutely love the designs and are really happy to have them as a client,” she concluded.

To learn more about Bed Stu please visit www.bedstu.com or contact Pierce Mattie Public Relations at 212-243-1431.

About Pierce Mattie Public Relations: Launched in 2001 by wellness lifestyle editor and expert Pierce Mattie, Pierce Mattie Public Relations remains the industry leader in communications for luxury beauty, fashion, home and fitness brands. With offices in New York and Los Angeles, Pierce Mattie PR has solid relationships with the editorial world of New York and the celebrity world of Hollywood. Pierce Mattie PR has a proven track record of collaborating with its client partners to deliver

consistently outstanding results.

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