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Florsheim Pop-Up Shop Opening

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Florsheim is one of the oldest American shoe brands. Milton Florsheim founded the company in 1892 in a Chicago Illinois. The company was founded on the idea of mass-producing a shoe of high quality. In 2002 the Weyco Group, with the idea of combing heritage and contemporary fashion, bought the Florsheim brand. The headquarters are now located in Wisconsin. Florsheim started a successful collaboration a few seasons ago with fashion designers Daniel Silver and Steve Cox of Duckie Brown, and created the footwear brand Florsheim by Duckie Brown. The brand provides classic shapes with trendy color ways.



David McGinnis, President; John Florsheim, COO; Danny Livingston, Florsheim by D.B.

Thursday night, men's staple shoe brand, Florsheim celebrated a pop-up store opening with Odin New York. The store is located at 109 Mercer Street (the lease is for six months). Rock group Locksley provided the tunes for the evening, beer and water was served.

Florsheim by Duckie Brown are perfect for a Don Draper advertising executive to a rock star. They can be worn with a pair of slacks or jeans. These shoes have been featured in Antenna Magazine, GQ, Men's Journal and Details.



***The store was leased by Faith Hope Consolo and Joseph Aquino of Prudential Douglas Elliman's Retail Group.**