

NEWS RELEASE

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DON MORPHY LAUNCHES KICKSTARTER CAMPAIGN

American designers use crowdfunding to bring their Italian-made luxury footwear range to the high street

<https://www.kickstarter.com/projects/1134168943/365690692?token=a11d445a>

DALLAS, TX (June, 2016) - Don Morphy of Dallas Texas just launched a crowdfunding Kickstarter campaign aimed at making their luxury, Italian-manufactured range of shoes and boots accessible to fashion conscious trendsetters around the world. The company produces premium quality shoes designed in the US and 100% manufactured by artisans in Italy.

The proceeds will be used to expand production and increase the range of models. Currently Don Morphy markets a limited range of boots and shoes through their e-commerce website. The funding will enable the founders to target a worldwide customer base and increase awareness of the high-end product, which sells at very affordable prices.

The Don Morphy team learns from the best and brings the finest shoes to customers who desire to be both fashion-forward and comfortable. To ensure the brand offers a high quality product, which reflects the latest trends, Don Morphy's chief designer Daniel Mofor travels regularly to premier seasonal fashion events worldwide. He also keeps a sharp eye on the manufacturing team in Italy.

The brand has been featured in The Huffington Post, Vogue Magazine, GQ Magazine, Esquire and The New York Times Fashion to name a few. At last year's Pitti Uomo show, Daniel Mofor was named "Best dressed man" by VOGUE.

Founded in 2015 by a pair of designers from Dallas, TX and Fayetteville, AR Don Morphy designs high fashion and comfortable men's shoes that are all 100% Italian made. The Don Morphy Line is fashion-forward and comfortable.