



# Dearfoams®

FEELS LIKE HOME

[Dearfoams.com](http://Dearfoams.com)

Our story starts in 1947 with a visionary female entrepreneur, Florence Melton. Not only did she invent the world's first foam-soled, washable slipper, the company she founded grew to become the world's number one slipper brand.

## OUR BRAND

84% Brand Awareness \*

70+ Years Innovating Comfort

23MM Pairs of Slippers Sold Annually

#1 Unit Market Share All Genders \*\*

Largest Growth, Among Slipper Brands \*\*

Largest Share of Top Five Styles (NPD) in Women's, Men's and Kids \*\*

SOURCES: \*Facebook Paid Survey 2019

\*\*NPD 2019 Year End

## THE MOMENT YOU LOOK FORWARD TO

COMFORT



Memory Foam

VERSATILITY



Indoor/Outdoor

EASY CARE



Machine Washable

**#Dearfoams**



For Dearfoams press inquiries, please contact:  
Stephanie Sammons, senior marketing manager

[ssammons@rgbarry.com](mailto:ssammons@rgbarry.com)