

Walking Master: A Footwear Brand That Embodies "Comfort is Key to Beauty"

Based in Seoul, Korea, Walking Master is a footwear brand that upholds the craftsmanship of comfort shoe artisans. With "comfort" as the highest priority, we leverage cutting-edge silicone technology to make every step more comfortable. Initially launched to bring comfort to people's daily strides, Walking Master has since grown into a global footwear brand offering unisex styles for casual, everyday wear.

Silicone Technology



A Brand Recognized in Berlin, the City of Function and Fashion

Walking Master was selected to participate in the prestigious BetahausX acceleration program in Berlin, Germany. As one of only nine brands invited, we successfully introduced our footwear in the Berlin market, gaining recognition for our innovative approach.



Focusing on the Essence of Footwear: Comfort

Unlike running shoes designed to enhance athletic performance, MOOLKUNG prioritizes comfort during long periods of standing and walking.



Key Features

- **Unmatched Comfort with Silicone Insoles**

Our open-cell silicone insoles provide exceptional comfort during walking.

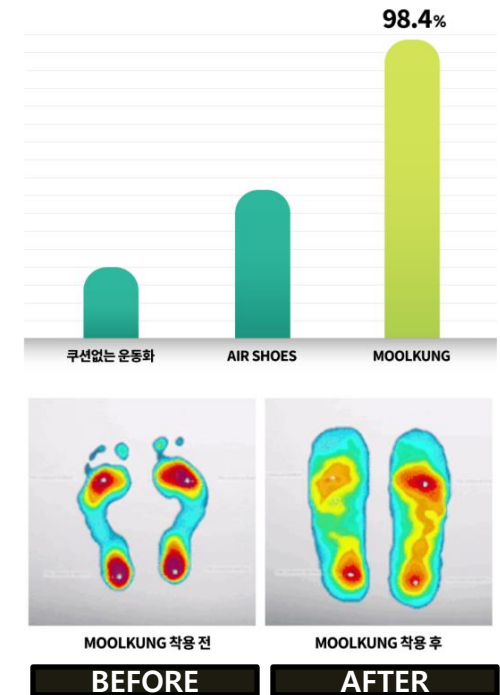
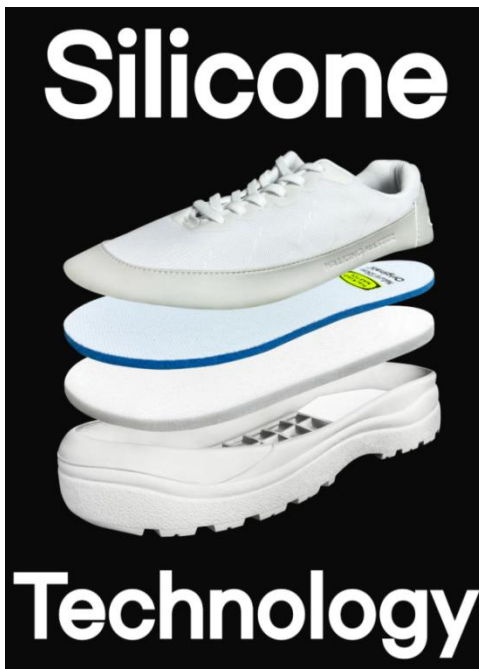
With a shock absorption rate of 98.4%, our shoes ensure prolonged comfort, even during extended standing or walking.

- **98.4% High Shock Absorption Rate**

Featuring silicone insoles that deliver a remarkable 98.4% shock absorption rate, our footwear guarantees a comfortable walking experience, anywhere, anytime.

- **Backed by Expertise: 150 Million Foot Data Points and 40 Years of Craftsmanship**

Walking Master combines decades of shoemaking expertise, including contributions from Senior Consultant Jinwoo Seol, former founding head of Adidas Korea, and the second generation of a family of master shoemakers. Our relentless commitment to innovation ensures the highest-quality footwear.



Real Customer Reviews

Feedback from our Berlin customers highlights the exceptional comfort and innovative design of MOOLKUNG shoes.



Talyor



독일에서 2024년 5월 19일에 검토됨

크기: 42 | 색상: Gray | 검증된 구매

When I make coffee, I feel good because I feel like I am giving relaxation and comfort to my guests. These shoes are like a comfortable rest for me. The fit is comfortable, so even if you stand all day, you won't feel tired and walking will be fun. MOOLKUNG made my walking time even more special.



편안한 걸음, 여행의 시작

여행 저널리스트 Yan, Brida



Brida



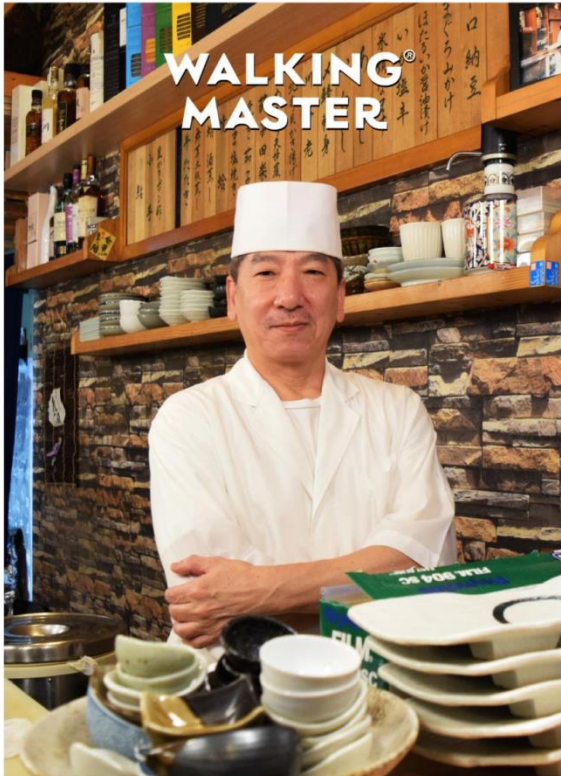
독일에서 2024년 2월 24일에 검토됨

크기: 39 | 색상: White | 검증된 구매

As I work as a travel journalist, I have to walk a lot of places, so I was looking for comfortable shoes. After trying on so many different shoes, I get to know MOOLKUNG, and now I only wear these shoes when I travel. I think it will work. The insole is soft, so my feet don't get tired even when I walk around, which is great.

Proposal Background

Employee well-being plays a pivotal role in organizational success. Studies have consistently shown that when employees work in a comfortable environment, their productivity and satisfaction increase significantly. To this end, Walking Master offers a unique solution to elevate your employee welfare program.



Benefits of Walking Master MOOLKUNG Shoes

Walking Master MOOLKUNG shoes combine innovative materials and design to provide exceptional comfort, even in environments that require long hours of standing or walking.

- **Ergonomic Design:** Reduces foot fatigue with superior cushioning and support.
- **Lightweight Comfort:** Ensures all-day comfort without added burden.
- **Versatile Style:** Sleek design that aligns seamlessly with workplace dress codes.
- **Sustainability:** Made with eco-friendly materials, enhancing your company's green image.



Proposal Details

To support your employee welfare program, Walking Master is pleased to offer the following:

- **Exclusive Free Samples:**
We will provide five pairs of MOOLKUNG shoes for your staff to experience firsthand as part of your employee welfare program.
- **Employee Discount Program:**
Employees can purchase MOOLKUNG shoes at a special discounted price using a dedicated promo code.
- **Collaborative Promotion Planning:**
We propose a co-branded collaboration that integrates your employee welfare program with our brand. Example: "Walking Master x [Your Company Name] Employee Welfare Campaign."

Expected Outcomes

- **Improved Employee Satisfaction and Morale:** Reduce workplace stress with comfortable footwear.
- **Enhanced Corporate Image:** Build a positive brand reputation as a company that prioritizes employee welfare.
- **Increased Productivity:** Minimize foot fatigue in environments requiring prolonged standing, leading to higher efficiency.

Next Steps

We are eager to collaborate with your organization to take the first step in improving employee well-being. Please feel free to contact us to discuss this proposal further, and we will provide a tailored solution to meet your needs.