

## Updated Biography

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A second-generation shoe designer, Yosi Samra grew up in his father's factory in New York City and spent countless hours absorbing the fine art of shoemaking. So when it came time for him to launch his own eponymous footwear line in 2009, he was more than prepared. Samra was a pioneer designer of what would become the popular fold-up ballet flat movement, elevating the style into one that was just as superior in structure and design as it was comfortable and convenient. Thanks to the premium he placed on high-quality genuine leathers, unique details, and cutting-edge fashion, the Yosi Samra brand quickly eclipsed its competitors and expanded to include matching children's ballet flats, flip flops, loafers, and handbags. The brand is youthful, trendy and fun and the Yosi Samra headquarters are certainly a reflection of that. "There's always a furry dog in the lobby eager to greet visitors to the showroom," says Samra. "Everyone loves the relaxed, less-corporate environment, and it's reflected in the level of enthusiasm people have for their work. They're motivated to succeed because they genuinely like the atmosphere and the people here." This philosophy of ease and comfort combined with high standards for success is precisely why Yosi Samra has thrived the way it has. Yosi Samra's runway-inspired styles have been featured in Vogue, InStyle and Glamour Magazines and spotted on some of fashion's most trend-setting celebrities, including Sarah Jessica Parker, Anne Hathaway, and Halle Berry. They're currently available in over 1000 boutiques across the US and in 85 other countries, including 15 brand shops in Asia and The Middle East.

### Media

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