Shoes That Bloom
Trainers that can be turned into soil

What are the trainers made of?
They are made of natural materials like hemp, linen and organic cotton. The sole is made of biodegradable plastic, cork and a coconut matting. So you can compost them when they are worn out.

How can they be composted?
Very simple! You can just bury your old shoes in the compost heap and they will decompose into soil. And wildflowers will bloom from the hidden seeds in the shoes.
Where are the seeds hidden?
The seeds are embedded in a sheet of paper in a little pocket in the tongue of the shoe, together with the instructions for planting.

How long do the shoes take to decompose?
The hemp and cotton will decompose roughly within about two months, depending on the type of soil. The plastic has been tested to break down within 6 months in an ideal environment, but this varies with the type of soil, temperature and humidity.

Will they melt if I walk in the rain?
No! Of course not! They will get wet and dirty, but you will still have shoes on at the end of the day.

Why is it better to compost rather than recycle them?
You can’t recycle materials forever as they lose their quality. And shoes that can be composted don’t have any toxic products so it is better for the environment