

GDL Candace Chen

Uh Happy Hump Day Uh Welcome to Good Day Live I'm Michelle Mura if we've never met before Welcome welcome to the show where we focus on all things Good Got my buddy Kyle True Blood Happy Hump Day as Michelle said yes and the lovely Candace Uh Yeah how are you I'm doing great How are you guys Listen I when I got a box of shoes delivered to me this morning from you like and and the way they feel I'm great I'm a shoe girl So uh and I don't wear stilettos You're a day right now Uh So I feel like Cinderella so I'm great Thank you Thanks to you Yeah you're so welcome I mean I believe women should feel comfortable in high heels without having to choose between being in pain or um be wearing less elegant or clunky shoes that don't match their style right Uh I mean we really just went right for it Uh OK Tell me how protege happened How did this all like what was the aha moment for you So a funny story Um funny funny OK Before I designed these shoes I never wore high heels Never Um never ever ever ever ever I never ever tried on anyone's high heels before Ever No one day I was um I wore mid height heels to a networking event Um it was supposed to be only for two hours So I was like I can stand for two hours in this in these like mid height heels and then it became a social event it became dance party So instead of two hours I was in heels for like 10 to 12 hours Oh my God Yeah And I I have very pain sensitive feet Um and after I got home my feet were like numb in the 4 ft area they were blistering like skin was peeling off It was you know how yeah it's super unhealthy It's bad for you Um long term wise too Like bunions Plantis can't really pronounce it but I know all about that way too much Yeah So that's when I set out to design the most comfortable high heels in the world because I was just yeah I was just sick and tired of it all night The mid high heels too I wasn't even wearing high heels Yeah So um I I started off by uh because I had zero experience in footwear design and zero experience in fashion So I yeah I never wore high heels You know it's like because I'm so excited Ok Good Um so I went to the thrift store and I actually bought 20 pairs of used high heels They were like five bucks each 10 bucks each Yeah And I I took them all apart to learn how they were constructed and that's how I got started designing high heels and they were all like made out of super thin cardboard and plastic It's zero consideration for comfort or stability So Wow Wow Wow Wow Wow Ok So you you get these shoes you get these shoes uh and then you took them apart Uh Is this before or after mit after Ok So three years ago when you went to

MIT what were you studying Mechanical engineering So cool So you already had the like the the bolt ready to do this Yes it there's things that applied for mechanical engineering but learning the entire just how the construction process and the assembly process was um it was super cool to learn Yeah What a brain you have First of all I would never think to take apart a shoe to see how it was constructed and designed and all of that It's incredible So so ok so you took these shoes apart and then you realized women deserve better Yes we definitely deserve better Um And thanks to you that's that's happening And so um walk me through it So you you deconstruct the shoe and then you decided I'm going to construct a shoe now So it took me about 18 months and 67 prototypes before Yeah it was a lot of prototyping I basically locked myself in my room and garage and just didn't come out for 18 months I love but I love that you put so much time and devotion to something that can heal and change the world heal pun intended that I love that I love that I love it So so so much So you did 67 prototypes and um did you have somebody working with you Like how did this all start Like how did the how did did you like come out to your family and say like I'm going to create the most comfortable heel known to mankind Um So I just went for it Um I bought um I have a sewing machine so I kind of taught myself just enough to sew shoe parts and I have a 3D printer So that's where the um the uh basically like the Mitzel how it was prototype and the heel part um genius as a mechanical engineer not someone that went to like a fashion Did you go to fashion school as well Zero fashion experience Yeah What is the difference you say that you're coming from uh that you saw success based compared to like people that are going to fashion school Like what is the what is the difference for you I would say definitely more of the the comfort features because um the most of how shoes are designed it's more like art and design versus engineering Um and a lot of shoes a lot of high heels actually uh are designed by men who don't have to then wear their their own design So they don't a lot of them don't care about the comfort So that's that's the main difference is like designing comfort from the ground up versus designing a shoe making it pretty and then like just putting some padding in it which is not what we do right I mean ok so I I'm blown away They are gorgeous shoes Uh For somebody that has like had no fashion background you clearly knew what you were doing I have to ask this question because I do believe um at a very young age when we're little we know what it is that we want to do You can prove me wrong What is it that you wanted to do when you were little Um You know I think in third grade

when we answered this question like in class I answered I wanted to be a teacher so nothing to do with it You are you are your teacher You're teaching that shoes can not only be beautiful they can be comfortable And I love I love that so much Um So yeah I think you yeah I think you're like right on the money I love Ok Can I tell you all the things I love about it Ok All right Um So I don't know if you were a big sex as a city girl But I am I love love love all all the fashion and the shoes It's all the shoes for me It's like heaven Um I love that you can change out the straps Yes totally Um well I was so at first I was assigning whether whether to go with gold or silver buckles Um and you know how we wear gold or silver jewelry or or another color Um and we like having them match So sometimes when we have gold earrings we maybe would want the gold the gold studd or the um with the gold buckle and same with silver So that's how I wanted to make it as versatile as possible A lot of shoe companies don't do this because they would prefer you buy two pairs of shoes or four pairs of shoes or is it just the one shoe and have interchangeable ankle straps So we really care about versatility and our customer experience and just making our customers lives easier Um Yeah I mean one thing about this show is so true that the people that we have on our show are like literally changing the world and you are changing the shoe world Like every every major designer should have your technology and their shoes Thank you Yes I believe that 100% you will you will change you will change fashion It's patent pending All the features are patent pending I was a personal shopper in no shoe I used to I used to sell them shoes You can put those shoes against just about any shoe 0 1000% Where did you where did the inspiration for the actual design come from Because I know you're so you're very focused on the comfort but you also accomplished a really good design Where did the inspiration come from from that So when I first started out um I wasn't sure how long this process was going to take and I didn't want to design something that was super super on trend like for that season but then would phase out super quick Um So I went with the Timeless style that pairs well with everything and how I figured out what the most you know Timeless style was Um I spent a lot of time in lounges and upscale restaurants and just watched women's feet go by and sometimes people will like try to talk to me and be social you know because I was in a social setting and be like they'd be like oh what are you doing here and be like oh I'm just watching women's feet go by like don't mind me something I love them so much It is so great And I will say this again like this is every single shoe brand high luxury shoe brand should have like they need you they need you

Uh I will say it it feels so good and so comfortable And um I I tried on these shoes the other day I was in love with them I was in love and I'm in love with yours But the reason why I didn't get them is because you know what the sales associate said to me you have to be able to walk in them I'm like why would you make shoes that I can't walk in That's insane Oh yeah No it just doesn't make sense They they end up displayed on your shelf but then you just have a collection of pretty shoes that you can't use So that's not exactly Well I'm so happy that you have shoes that we can use Um where can people go to get these shoes Pro footwear dot com But we are talking to retailers and boutiques to try to get in some brick and mortar stores I wanna be a spokesperson for you guys This is legit It's it's honestly when I like I just even like having them on my feet I feel like I could actually play basketball and I don't play basketball Oh well heels they teach you basketball But um you know I can't believe that we're at 2022 and we're still trying to figure out the comfort and I'm so glad we have you here to solve that issue It's like the stick you know like how did we not solve this before Yeah It's like I mentioned like when stuck to like oh my God I can't Oh yeah I think like everyone feels like they should have invented a sticky note because it's such a it's like a the idea you know like we should have comfortable shoes I I think it's because no one's cared as much I really do think Like it took so many prototypes and so many months 18 months in you like to yourself to figure out how this all works Um It's phenomenal This is going to I will I know when things are something huge this is huge This is so big It's going to change the fashion industry it's gonna change your life it's gonna change women's lives men's lives whoever wears heels it will change their life I like I I feel so like excited for you I I'm so so so excited Um I I just do you know how like amazing like the history do you feel like the feel that I'm feeling right now Definitely And I really appreciate you saying that that's super big Um We're also super excited to just you know blow this up this needs to go global this needs to and we are um once it's through patent pending we are planning to license the technology So like you were saying with every single designer shoe out there having this tech because why you know why not We're yeah we're here for women's um to prioritize women's comfort So she can put her best foot forward and present her best confident self without like stumbling I'm gonna be a billionaire I'm sitting across from a future billionaire Yeah for sure You're the next Sarah Blakely Oh my God It's Yeah No it's awesome It's so so so awesome I'm so excited for you Uh I mean like I just feel like and we're on the edge of glory or was it can you say edge of

glory or like the beginning of history I haven't used that term since I played football glory Yeah for sure I was gonna say someone tells Sarah Blakely we need investors I might see Sarah on October 15th I think she might be going There's a there's a thing you should go to it There's an um an event on October 15th It's for um female um entrepreneurs and founders and you should go if you're in the area Candace Nelson on the other day the Creator Sprinkles and she's all about um you know women and like uh founding females and all that stuff So that's awesome I would love to go anyway I can help you make this happen even more So I'm down to help you I believe in it I believe in you and you are like yeah it's big stuff It's really happy you like the shoes I love the shoes I love the shoes I'm such a shoe girl and you must have an incredible team behind you too Definitely Yeah it's good to yourself with amazing people Totally could have done it without Daniel When the cast I created we set all this stuff So thank you Yes we we love it Um Yeah II I don't I mean I'm almost out of words because it's just so great Like I if I were on Shark tank and I were a shark I'd be like how much can I give you I give you all I won't take it off I bet you completely and 100% and I know so many other people will Um OK so they for right now dude how did they go Yeah Yeah Give us a little demo Yeah Yeah I mean so this is the thing like I a lot of my job is uh you know I have to I love to talk but I'm not always sitting in a chair I have to work events and like talk to people and like you like that one night There have been so many times where I've like worked a red carpet where I was like can I wear flats And the producer was like no And I was like how am I gonna stand for 10 hours interviewing people And I have like a smile on my face now I can now I can and I will I'm so excited OK All right I OK So for I need to calm down where where do people get these shoes again that are watching www dot protege footwear dot com Ok Um in the meantime uh we have incredible shoes Would you like to play a game with us because we're not just all like interviews We like to have fun Ok Uh we got red flags Uh we got watch your mouth pencil nose headbands Um uh I think fair play is this I mean it's good It's good It's not a uh it's it's more like for couples Um let's go with red flag let's go with red flag So you have a red flag next to you I have a red flag next to me how this game works and and those that are watching at home in our live studio audience um can play this as well So basically what we do is we'll pull a card So Candice do you want to hand me the card Um and uh I thought I made up this game Apparently I did not Um Kyle uh was dating a girl and and I said Kyle red flag red flag and um not no because she would get a lot Well Kyle is really great and I and

he's one of my best friends and so like I'm very protective of like who he dates So I said it'd be really fun if we played a game called Red Flags And I talked to my producer and I said we should get these giant red flags and just get to know each other and our guests and since my dating life we've been waving them every day That's not entirely true but almost ok Um so you don't have to be uh in a relationship You can be in a relationship We won't ask you any of that But uh we're gonna pull a card and see if uh you find this to be a red flag Um ok Uh we have to keep it peaceful Um but we can also come up with scenarios Ok this person wears a permanent fedora like a super glued to their head You know I didn't even think to ask that Yes that's a little bit of a red flag red flag red flag for you Only because it's permanent live video on its red flag Is it a red flag Permanent fedora Yeah Never take it off Ok Red flag Uh I have a controversial one What's funny Always funny Like never breaks to be serious Ok I guess that's what it always means So this guy is always funny but always in a fedora All different guys in a live studio Red flag Red flag red flag Yeah Yeah I would have to always funny for me Red flag I mean always always means that they're never serious They always yeah Yeah Yeah Yeah Yeah It'd be like a little red flag red flag I have a red flag shoes that you can't walk in red flag That you can't walk it but uh yeah Ok Um do you have a scenario that could potentially be uh something we put you on the spot But um can I get some inspiration We are a morning talk show So if it looks like a little suspicious to say it out loud then yeah then I would skip it Uh someone who's incapable of all emotion Red flag all emotion Wait wait all emotion So what does that mean Sad happy mad How many how many emotions are there We didn't go to MIT we didn't go to MIT It's like a robot or a Siri on You already feel like they already Uh So yeah might be from real life Oh wait Is it from real life Why do you like that I like great mystery from real life Uh hasn't dated anyone in like eight years hasn't dated anyone has been for eight years Is that a red flag I didn't see this a red flag when I was when I was in it I was like oh you know maybe I'm a special one I feel like you know there's a reason why that person hasn't been in a relationship and I appreciate somebody who's working on themselves and knows that they shouldn't be in a relationship I didn't think it was a red flag at first but then it became it became a red It was like the number one All right So then we I love it I think there could be a scenario where I'm like yeah they're working on themselves or they got out of a you know toxic relationship and they're just like whoa have higher standards now or they're taking care of a family member I love the way you're thinking I love the way

your brain works I love the way your brain works I love it because it's protege Uh these are your cameras right here Can I want you thing where people can buy protege where they can connect with you and all that great stuff Protege footwear dot com and same for Instagram So add protege footwear and we will soon be on Tik Tok at Proto Footwear Yes Listen to me people Anyone at home if you are somebody who loves heels as much as I do and are afraid of stiletto do not be scared because he will be your favorite friend Every single person should be a pair of these Every single shoe brand should be getting your this pat and working with you You are on the price I believe it And I I and I hope you receive that Uh Thank you so much Canda for being on the show Thank you Michelle and Car This was so much fun so much fun I'm so excited for you and um guys limit Uh We will be right back after this