

GDL Candace Chen

<https://silosolo.com/307223>

Summary

In this video, the founder of Protege, a company that designs comfortable high heels, shares her personal experience with uncomfortable high heels and her journey to creating a solution. She took apart used high heels to understand their construction and started designing her own prototypes. It took her 18 months and 67 prototypes to finalize the design. The founder has a background in mechanical engineering and approaches shoe design from a comfort and engineering perspective rather than the artistic approach of fashion school. The designed high heels have interchangeable ankle straps for versatility. The founder believes her technology can revolutionize the shoe industry and hopes that major designers will adopt it.

Silo sample questions

- What inspired the guest to design comfortable high heels?
- How did the guest start designing high heels?
- What sets the guest's approach apart from fashion school?
- What are the key features of the designed high heels?
- What is the potential impact of the guest's technology on the shoe industry?

Topics

Introduction to the show and the guest

The guest's personal experience and motivation for designing comfortable high heels

The process of designing the high heels

The founder's background and approach compared to fashion school

The features and versatility of the designed high heels

The potential impact on the shoe industry

Key Takeaways

- The speaker, Michelle, welcomes viewers to the show along with her co-hosts Kyle and Candace.
- The guest, the founder of Protege, shares her personal experience with uncomfortable high heels and her journey to designing comfortable high heels.
- She took apart 20 pairs of used high heels to learn how they were constructed and started designing her own high heels.
- She spent 18 months and created 67 prototypes before finalizing the design.
- The founder has a background in mechanical engineering and no fashion experience.

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