

$$\frac{3}{7}$$

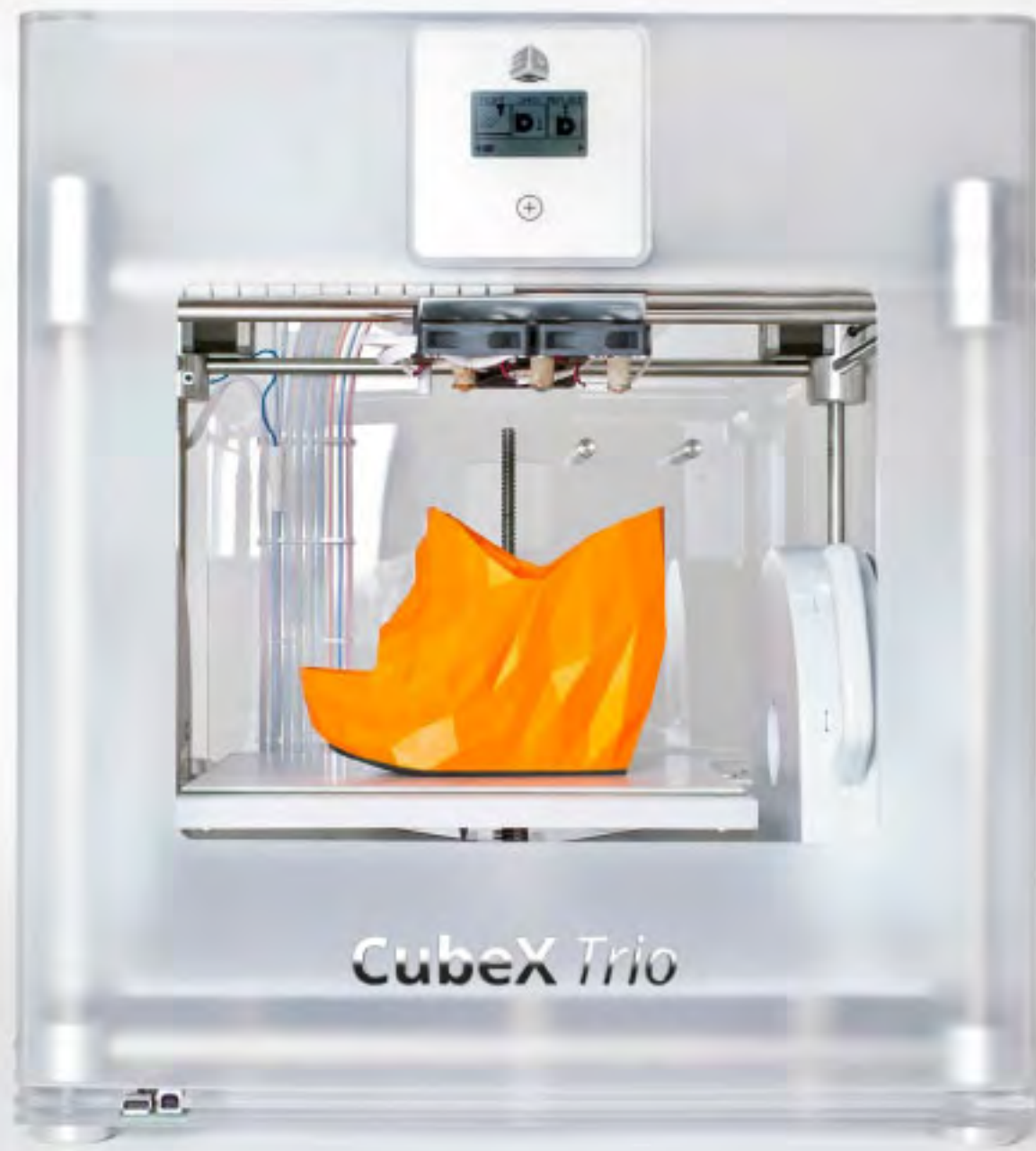




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**OUR NEW THING:  
ON-DEMAND SHOES.  
WITH CUSTOMISED  
3D PRINTED SOLES.  
FROM YOUR MOBILE.**

—



**Cubex Trio**

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**1. SCAN  
(ACCESSIBLE)**

**2. MODEL  
(SIMPLE)**

**3. 3D PRINT  
(AFFORDABLE)**





ONEPIECE LEAF IN  
LAYER AT SIDE STITCH

# THE FIT SLIPPER

RUBBER HEEL

HEEL AREA  
CONTRAST FOR  
SECURITY

STRAP ON LARGE FOOT

3  
7

—

**THREE THINGS  
ABOUT OUR NEW THING:**

—





**1. THE END OF  
SHOE SIZING.**

Aug. 20, 1929.

C. F. BRANNOCK

1,725,334

FOOT MEASURING INSTRUMENT

Filed Sept. 17, 1927

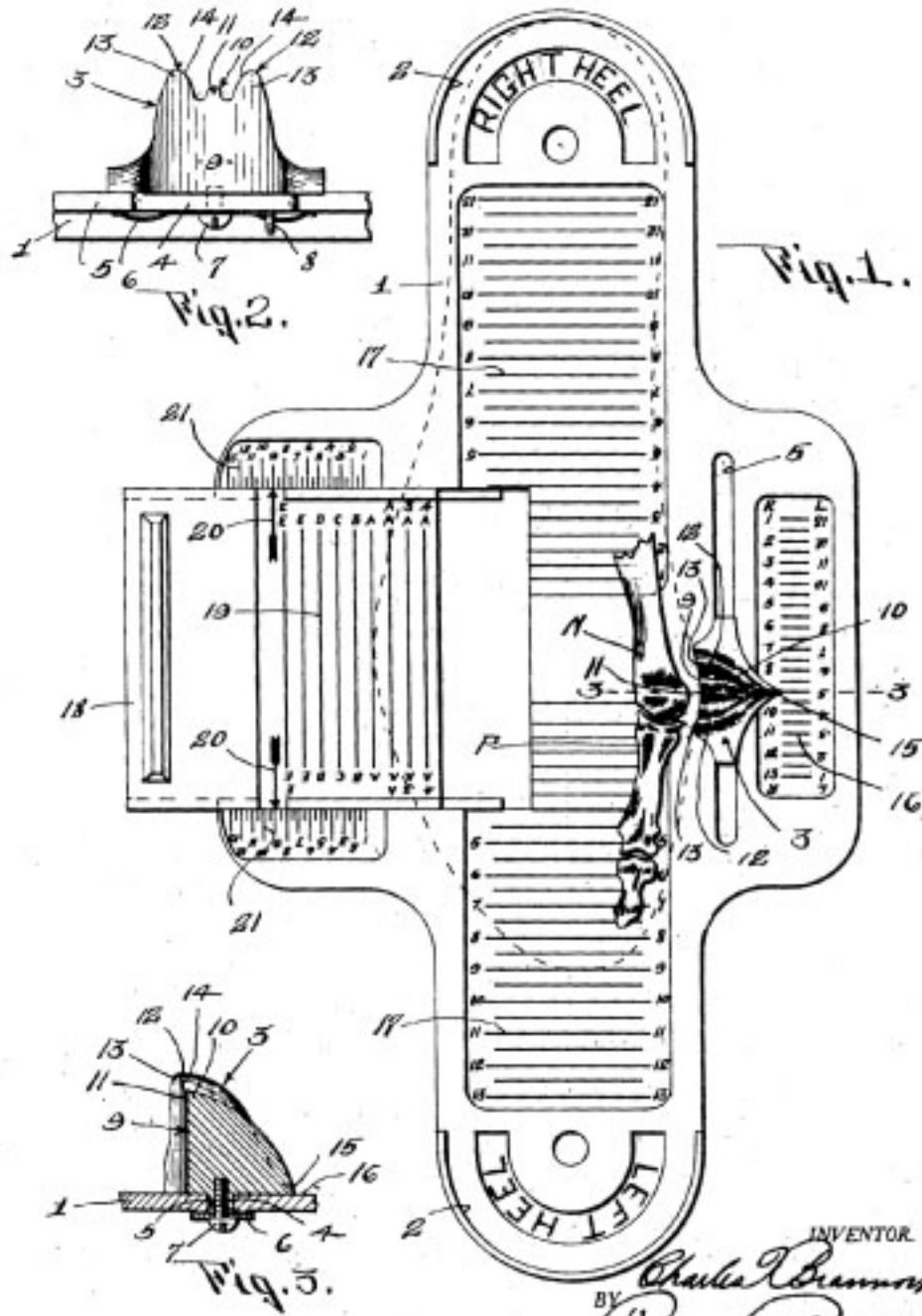


Fig. 1.

Fig. 2.

Fig. 3.

INVENTOR  
*Charles Brannock*  
BY  
*Carson B. Bell*  
ATTORNEY.

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## WHAT IS THE CONSUMER INSIGHT?

**2/3 OF MEN & 3/4 OF WOMEN  
HAVE DIFFERENT SIZED FEET.**

**ONLINE SHOE SALES GROWING  
AT A RATE OF ~16% A YEAR.**

**FIT = COMFORT = MOVEMENT = HEALTH**

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A photograph of a long, narrow aisle in a shoe store. The shelves on both sides are filled with a wide variety of shoes, including high heels, loafers, and casual shoes in many colors and styles. The floor is covered with a blue carpet. The text "2. ON DEMAND MANUFACTURING." is overlaid in the center of the image in a large, white, sans-serif font.

## 2. ON DEMAND MANUFACTURING.



—  
“MAKE ONLY WHAT  
YOU NEED”  
—



# 3. THE DEMOCRATISATION OF CUSTOMISATION.



—  
**BRING MANUFACTURING  
BACK TO THE UK.**  
—

FUSE FACTORY, WOOLWICH ARSENAL.