

Francisco Piasentini

Paez



“ I saw an opportunity to revolutionize traditional footwear. ”

COUNTRY	Argentina
INDUSTRY	Consumer
EMPLOYEES	34
YEAR SELECTED	2011
PARTNERS	Tomas Pando , Francisco Murray
WEBSITE	www.laspaez.com.ar

COMPANY SNAPSHOT

In 2007, Argentines Tomas Pando, Willy (Francisco Piasentini) and Pancho (Francisco Murray) started a small company called “PAEZ” to rebrand the alpargata, their country’s ubiquitous sandal. Three years later, PAEZ’s trendy and colorful alpargatas are sold in more than 30 countries on five continents, and have beaten its competitors to market in most of Europe and all of South America. By working with entrepreneurs instead of corporate distributors to champion its products and build its brand, PAEZ has doubled revenues annually and built an impressive online community in support of their product. Endeavor will help the entrepreneurs find smart capital to speed their expansion and allow them to compete with international brands like Havaianas and Crocs in the US\$2 billion sandal and casual footwear market.