

FOUNDED BY
JANET WARD + STEPHANIE GUIDO

shopquads.com



About QUADSis

QUADSis® offers stylish, innovative solutions for tweens and early teen girls who wear women's shoe sizes. Longtime friends Janet Ward and Stephanie Guido founded QUADSis® to fill a gap they experienced in the footwear market while shopping with their young daughters who were wearing women's shoe sizes. There were simply no shoes that were age-appropriate, affordable, and also appealing to a young girl in the women's shoe aisle. QUADSis® shoes come in women's sizes 5-11 (including half sizes) and have been constructed with intention to move the way tweens do. In a time when life can feel new and uncomfortable, QUADSis® is empowering young teen girls to step forward with confidence and to know they are important and they matter, regardless of their shape or size.

What Makes QUADSis Special?

- The idea for QUADSis® began six years ago when Janet's daughter Brooke was wearing a woman's size 7 shoe in second grade. Unable to find anything age-appropriate that fit her daughter (and that Brooke actually liked), Janet knew something had to change and she had the solution.
- With three available styles, and more to come, QUADSis® intentionally constructs each shoe to be a perfect fit for tween girls. Details like a wider based wedge for stability and comfort, moderate heel heights that appeal to growing girls, easy-to-care for materials and fun and youthful styling make them stand out from other women's sized shoes.
- The significance of the name QUADSis® is two-fold. First, it represents strength. The quadriceps are one of the strongest muscle groups in the human body and the word "quad" means four. The number four is associated with strength, confidence, resilience, and self-fulfillment. Second, Janet and Stephanie each have two daughters (four total) and are often mistaken for sisters, hence "QUAD SIS."
- QUADSis® believes that just because a girl is wearing an adult shoe size does not mean she is an adult. QUADSis® shoes allow young girls to grow at their own rate, enjoy being young, and have shoe options they actually like that fit their lifestyle and unique stage of development.

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Potential Topics:

- The “Mompreneurs” Who Are Reshaping the Shoe Industry for Tween Girls
- There’s a Gap in the Market for Girls Who Wear Women’s Sizes. This Company Is Filling It.
- Why the Tween Years are So Difficult for Girls and What Parents Can Do About It
- If the Shoe Fits: How to Find the Perfect Shoe for Your Growing Teen
- Entrepreneurship, Motherhood and Fashion: How These Moms Are Doing It All
- Just Because a Girl Wears Women’s Sizes Does Not Mean She’s a Woman
- QUADSis®: The Shoe Brand That’s Empowering Girls
- No More Dressing Room Meltdowns: How Moms Can Help Daughters Navigate a Changing Body
- A Shoe for Every Season: This New Tween Brand Combines Style and Function
- How This Startup Is Using Shoes to Help Girls Embrace the Bodies They’ve Been Given



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Suggested Interview Questions

- What is the origin story for QUADSis®? Why do you think there's such a large gap in the market for this type of product?
- What is the significance of the name QUADSis®?
- What was your process for starting the business and finding producers and designers?
- How are your shoes designed specifically for tween and teen girls?
- As moms of daughters, what do you think are the main challenges young girls and teens are facing today? How have you approached these challenges as moms and business owners?
- One of your missions is to empower girls to accept the bodies they've been given and know that they are important and they matter, regardless of their size. How is QUADSis® helping accomplish this?
- Since founding the company in 2022, what have you learned about the shoe market, fashion industry and tween girls?
- What have you learned about your daughters and yourselves?
- What would you say to a pre-teen girl who is struggling to feel comfortable in her body? How can moms encourage their daughters through such a difficult time?
- What are your hopes for the future of QUADSis®?



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Products



Elizabeth Mary Jane

Mary Jane silhouette: features ruffle detail and slender double strap adjustable fit on a low wedge heel
\$68 - \$78



Elaine Ballerina

Slip on Ballerina silhouette; features ribbon lacing on a low wedge heel, perfect for special occasions and everyday
\$78



Elaine Too - Espadrille Wedge Sandal

Espadrille Wedge Sandal features ribbon lacing on a low wedge heel, perfect for special occasions and everyday
\$68